

The American Perfumer

and Essential Oil Review

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The American Perfumer

and Essential Oil Review

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The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc.
No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.

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STEADY, HEALTHY TRADE GROWTH IN 1927

Our annual symposium of the reaction of our industries to the surveys of economic experts and experienced financiers, as well as authorities in other lines of endeavor, is more interesting on this occasion than in the many years in which it has been accepted as a business barometer in our allied trades. We believe that it truly reflects conditions and affords an accurate picture of what may come in 1927. A review of our symposium of last year shows that almost every prediction made at that time was realized in 1926. In general the views expressed agree with the opinions of our foremost observers of conditions that the nation is enjoying a steady, wholesome and satisfactory growth in the great majority of lines of trade. In our own sphere the spirit of optimism is notable, and even the few more than cautious contributors are hopeful, but the great majority offsets pessimism by sturdy pledges of going in to get their fair share of the rewards which 1927 will give to acumen, energy and enterprise.

Domestic competition, education of the "fair" sex in the merits of our products, and French rivalry, are the keynotes of numerous observations and suggestions.

In competition on the part of all manufacturers of perfumery, as well as cosmetics, the underlying idea seems to be that it is growing more intense. Quality and artistic packages are stressed. Less fear is shown of the magic (?) legend "Made in Paris" than heretofore, but some manufacturers favor a united general advertising campaign for the education of Americans in the merits of home products. There are others who look upon foreign competition as in itself educating for potential users of toiletries and at the same time beneficial in stimulating our producers to excel in putting out quality products in attractive packages with a setting of artistic and convincing advertising. The matter of French competition is not all one-sided. We learn that American velvets, for instance, are in such demand in France that French velvets with a "Made in U. S. A." label are frequently met with. It is conceded that all manufacturers cannot afford to expend large sums for advertisements, but quality and good packaging are within the reach of everyone, a fact which many small manufacturers have proven by their success. One of the writers declares that there "will be a great many entries in this race in 1927," but he goes into it to win.

As the supposed menace of French competition seems to dwindle in the face of improvements in American laboratories and merchandizing agencies attention is called to the fact that American perfumeries are gaining steadily in the

export trade, particularly in Continental Europe, with new openings continually appearing where the merits of our goods are meeting with considerate appreciation. As one of our valued contributors sagely remarks:

"The psychology of most women is the same as that of Americans. The differences are unimportant and can be easily overcome."

In a word, the world's markets for our perfumeries, toilet specialties and accessories seem to be opening up, and in the competition for their control "Made in U. S. A." may, and doubtless will, acquire the potency of "Made in Paris," which formerly was so formidable in this field.

Considered in its entirety, the outlook for our industries, based on normalcy of supply, demand and liberal profits, leaves practically nothing to be desired for 1927, except by boosters who would like to have booms continue all of the time. That, of course, is an impossibility. There is a magnificent field, still largely uncultivated, for our readers, and the profits will be ample for those who put their brains, energies and resources into broadening their present markets and creating new ones. As one of the ancient uncrowned kings of Ireland once said on an historic occasion:

"A word to the wise is sufficient!"

Meanwhile every line of the symposium is worth reading. It is brimful of ideas and observations.

BROADCASTING PERFUME INFORMATION

Dr. Emil H. Balz, specialist in perfume chemistry and technology of the Mellon Institute of Industrial Research, Pittsburgh, recently delivered an address on *Perfumes* from the Studio of Radio Station KDKA. Dr. Balz is eminently fitted for the dissemination of information regarding our industry, and doubtless his work along this line will be of considerable benefit.

Dr. Balz first referred to the origin of the use of perfumes and the purposes for which they were used in ancient times. He continued by showing how the industry has grown and broadened, and then discussed in a very interesting way the various raw materials which are used in perfume manufacture. He referred to the position which synthetic chemistry has assumed in the industry, and closed with a tribute to the American manufacturers, whose products, he asserted, were the equal of any produced.

Discussions of this kind by men equipped to talk authoritatively will doubtless be of great benefit to the industry. We should profit by a repetition of Dr. Balz's talk and by the broadcasting of similar information by others engaged in perfume manufacture and research.

THE "MODEL" COSMETICS BILL

We print elsewhere in this issue a report of the latest action looking to the regulation of our industries. It is the work of the Association of Dairy, Food and Drug Officials, which for some time has been studying the matter and now produces what it calls a "Model Cosmetics Bill." It proposes to introduce this bill or cause it to be introduced into the legislatures of all the states at the earliest possible date. Presumably it looks for the passage of the bill in a fair proportion of the states during the present legislative sessions.

The proposed bill would prohibit the manufacture or sale of cosmetics that are adulterated or mis-branded under the meaning of the act. Even a casual reading of the measure, however, discloses how far short it falls of being a "Model" bill. It requires no legal interpretation to prove that the definition of "cosmetic" which it contains goes far beyond the proper scope, or that the labeling required on both "inner and outer packages" will lead into all sorts of difficulties, or that the words "any ingredient that renders its use injurious" would open up a field for the fanatic who is ever looking for new things to attack and new ways to attack them.

It is not on these grounds, however, that we would most strongly oppose the action of the committee which has drafted and will handle the bill. Nor do we believe that the industry itself has anything to fear on the grounds of adulterated or mis-branded products. In fact, we are quite sure that the manufacturers would back any really necessary law for the regulation of the industry if complete uniformity of law and regulations could be assured throughout the entire country.

There are two grounds upon which the proposed method of handling the matter seems to us to be wrong. The first of these is the total lack of any necessity for such regulation excepting in the minds of a few fanatics whose attacks the industry has felt at times in the past. The industry has already had more or less trouble with some of the members of the committee which framed the bill and we should dislike to place its fate in the hands of such a jury. There is too much restrictive legislation of all kinds already. Why add to the mass a new law for the correction of conditions already quite satisfactory?

The second ground is that, granting the necessity of regulation, it is apparent that the method taken is all wrong. We venture the opinion that the introduction of this "Model" bill into the forty-eight state legislatures would result, if it were finally passed in all the states, in at least forty different laws, with all of which the manufacturer of toilet preparations would be supposed to be familiar and under all of which he would be governed in the conduct of his business. It would be an impossible situation.

There is a tendency in the industry to scoff at this proposal of the Dairy, Food and Drug Officials, or to make light of the prospects of the passage of such legislation. We would caution the industry against over-optimism in this regard. Almost any law can be enacted when those affected by it are unaware of the situation.

We would urge the membership and the officials of the various associations in our industry to take steps to combat this most unwise restrictive move. And we would urge those outside the associations to co-operate in the matter to the end that the industry present a united front against unnecessary and unwise legislation offered in an essentially incorrect manner.

OUR ADVERTISERS

FELTON CHEMICAL COMPANY, Inc.
Brooklyn, N. Y.

AMERICAN PERFUMER & ESSENTIAL OIL REVIEW
14 Cliff Street, New York

GENTLEMEN: As you will have seen, we have decided to increase our advertising space to an insert. The excellent results that we have obtained through advertising in your medium have induced us to do so.

It may interest you to know that on this insert we have already received quite a number of inquiries as well as actual trial orders. Most of our business outside of New York can be directly traced to "Ads" in your journal. Very truly yours,

FELTON CHEMICAL COMPANY, INC.,
ALBERT ALBEK,
Sales Manager.

VALUE FOR VALUE

Away back in 1911, the Editor made his first trip to Grasse and the Riviera. During the more than fifteen years which have elapsed since that visit, we have seen many changes in the industry. It has grown in size and importance more than even the most optimistic would have believed at that time. The development of the industry has been attended by many other changes some of which have vitally affected the character of the business.

We can see in retrospect that most of the growth of the industry has been toward the better and that many of the practices which were condoned in 1911 would hardly be tolerated now. We can see that many of the mistakes of the American manufacturers have actually resulted in progress. But there are some features of the business, with a more or less definite bearing on the question of foreign competition in finished products, which have not changed a great deal since 1911.

With this idea in mind, we reprint an editorial from our July, 1911, issue. We feel that the message which it contains is as true now as it was then. May we not commend to our friends who are worried over the possibility of foreign domination of the market, the story of the "Fifty-Dollar Knife"?

The Fifty-Dollar Knife

"What is your impression of Grasse?" This question has been asked of the Editor many times since his recent visit to the French Riviera, and to give an adequate reply in few words is almost impossible. To the average perfumer it is hardly more than a name, and he has a vague impression of a manufacturing city, perched on a hill, in the center of a flower-growing region. Grasse is more than that. It is an industry. The growing of flowers is carried on principally outside of the city itself and indeed the industry is spread over almost the entire Riviera, at least from Grasse to the coast, a distance of thirteen miles.

There is an air of artistry pervading all the establishments; for though the surroundings may be industrial to the extreme, there still remains with one the recollection that fragrant flowers—living things—are being dealt with, and not senseless clay.

In the very nature of things all the products manufactured

in the region must be made pure, and this applies to pomades, concretes, oils, etc. The cost of manufacture is regulated by two factors: one fixed, i.e., overhead cost, and the other variable, i.e., the cost of flowers. The latter is indeed variable as, for instances, roses that cost this year from 2.50 fr. to 2.75 fr. per kilo were sold a few years ago at 0.60 fr. per kilo. It is true that most manufacturers got most of this year's supply under the lower terms of old contracts, but on the whole the cost of their roses was well above recent prices. Under these conditions the price of flower products must go up, unless—

We come now to the one great criticism, that the raw material producers voice in regard to American buyers. As one of them said, "Your perfumer glances at a price-list and arbitrarily rejects anything that costs more than \$50 a pound." Of course this is an exaggeration, but is the essence of the charge not true? Are we not inclined to congratulate ourselves on having secured a bargain if we "save" a few cents a pound? The usual answer is, "Well, those fellows over there will dope the stuff anyhow." Such a general charge usually stamps the speaker as an ignorant man and one not only so unwise as to condemn a whole group, but also without ability to discriminate intelligently in the selection of his raw materials.

We hold no brief for the makers of raw materials in Grasse, Cannes, Vallauris, etc., nor do we wish to place all the blame on the shoulders of our countrymen; but the fact remains that the producers prefer to sell their goods as they make them, pure and refined; but the buyer may rest assured that when he uses his fifty-dollar knife and trims prices to fit his arbitrary standard, he will get no more than he pays for, and he should not expect more.

DELAYS IN CUSTOMS

It is not a new thing to find importers complaining about what seem to them to be unreasonable delays in the handling of merchandise by Customs officials. There are always some delays and to the anxious receiver of the merchandise it almost always seems that such delays are unusual and unwarranted. At times, there is little doubt that the work of the Appraisers could be expedited but, on the whole, they seem to be doing a reasonably good job. In any event, recent protests regarding delays have been followed by the addition of fifty permanent employees to the force of men at the Appraisers' Stores in New York and by a temporary order allowing the importers to send less than the usual ten per cent of an invoice of standardized articles to the stores.

Those who import merchandise would do well to remember that not the least part of the troubles arising in Customs cannot be laid to the officials. Irregularities in invoicing and entering goods, whether intentional or not, slow up the process not only for those guilty of the errors or worse, but for the innocent as well. Competent handling of these matters, plus a little more than the ordinary care to insure that everything is regular, will greatly assist the officials in their work and just as greatly expedite matters connected with the arrival and entry of imports. Let us not blame the officials for something which may not be wholly their fault.

IS THIS FAIR?

A psychologist states that the human body contains ninety-eight cents worth of chemicals.

Where did he get that idea? Any girl wears more than that on her face at any time.—*Voice of Beauty.*

THE VALUE OF ARBITRATION

Undoubtedly, the inclusion of a standard arbitration clause in contracts possesses numerous advantages. It requires little beyond the rapid spread of the arbitration idea throughout all industries and trades to demonstrate that fact. The settlement of commercial disputes by this process is more-over sanctioned not only by the parties to the contract but in every instance in which a review of the decision has become necessary, the award has been upheld by the Courts.

It is hardly necessary to outline the numerous advantages arising out of arbitration. The American Arbitration Association, whose services to the cause of keeping disputes out of the Courts have been considerable, lists the outstanding ones as follows:

"YOUR INCOME: The accountant considers this question when he checks your income tax statement and finds evidence of waste, extravagance and loss due to the high cost of settling disputes.

"YOUR CREDIT: The credit man considers this question when he finds a business concern asking for extensions of time due to the loss of the use of capital tied up in litigation, or to cancellations of orders resulting from the ill-will which is inherent in disputes.

"YOUR STOCKS: Business prestige suffers whenever in ordinary commercial transactions, a bitter controversy is fought out publicly in the courts. The stockholder considers this question when his stocks depreciate under such publicity. When making his investments he is beginning to inquire whether the concern carries insurance against litigation of such disputes.

"YOUR TAX RATE: The taxpayer considers this question when he is asked to provide for additional facilities for the administration of justice, and finds that courts are overburdened with commercial cases involving technical questions of price and quality and time of delivery, instead of being more free to deal with matters affecting the life, liberty and property of people and to protect the community from violence and oppression.

"YOUR BUSINESS STANDING: Every business man who values his high standing in the community will consider this question, for the willingness to arbitrate is an evidence of character, of the integrity with which he regards contracts, of the spirit of friendship in business relations and of a high standard of business practice."

It is unnecessary to go beyond this statement in urging the value of arbitration. Its benefits are obvious. Its vigorous growth during the last few years is evidence of the growing realization of those benefits by the business public.

EDISON'S VIEW OF TRADE JOURNALS

(From the Fourth Estate)

Thomas A. Edison recently said that he regularly reads, every month, fifty or more trade journals, the leading newspapers, and a varied number of books.

The reading of trade journals continues to increase from year to year; probably for two reasons; trade journals are continually growing better and better, and, men of leadership and ambition and aspiration find ideas and suggestions, information and inspiration, from trade journals that they cannot secure from any other source.

It is an indication of intelligence to read the better trade journals of one's chosen activities of life.

"Model" Cosmetics Bill Now Proposed

*Association of Dairy, Food and Drug Officials
Sponsors New State Law to
Regulate Industry*

The Committee on Cosmetics of the Association of Dairy, Food and Drug Officials, after several months of work and consultation with other interested bodies, including the American Medical Association has produced a "Model Cosmetics Bill." The plans of the association and the committee call for the introduction of this new bill into all of the state legislatures at the forthcoming sessions. There is no plan for national legislation on the subject, however, the association taking the stand that the matter of amendment of the Federal Food and Drugs Act to include cosmetics is not logical at the present time.

The first step has been taken, the bill having been transmitted to the Massachusetts Legislature, introduced as a recommendation of the Public Health Commissioner and referred to the House Committee on Public Health. It is pending as four new sections amendatory to Chapter 94 of the General Laws, to which it is proposed to add Sections 196A, 196B, 196C, and 196D. The only change aside from the titles of the sections is a provision to punish the first offense with a fine of not more than \$100 "and for a subsequent offense a fine of not more than \$500."

The following is the complete text of the proposed law with the exception of the provisions for enforcement, regulations, and penalty which will doubtless vary according to the laws of the several states into which the bill is introduced:

A Bill to Regulate the Manufacture, Distribution, Sale and Commercial Use of Cosmetics

Section 1. It shall be unlawful to manufacture for sale, distribute, sell or commercially use, or to possess for distribution, sale or commercial use, a cosmetic which is adulterated or misbranded within the meaning of this act.

Section 2. The term "cosmetic" as used in this act means any substance or combination of substances represented, whether wholly or in part, as for use externally or by direct application for embellishing, cleansing, perfuming, conditioning or otherwise improving the appearance of the skin, lips, eyes, hair, nails or teeth of the human body, whether such representation be made on the label, in advertisements or orally, and whether with or without reference to the cure, mitigation or prevention of disease; except (a) substances prescribed or applied for any purpose named above, by regularly licensed doctors of medicine and doctors of dental surgery for patients whom they are personally attending, and (b) substances and mixtures of substances bearing only names recognized in the U. S. Pharmacopoeia or in the National Formulary, and without claims for remedial value.

Section 3. A cosmetic is adulterated within the meaning of this act if it contains any salt, compound or derivative of lead, arsenic, mercury or of hydrofluoric acid, any free sodium or potassium hydroxide in excess of one-half of one per cent*, any amine derived from coal-tar hydro-carbon, any methyl alcohol, or any other ingredient that renders its use injurious.

* Actually, a tolerance of one-tenth of one per cent is ample for toilet soaps.

Section 4. A cosmetic is misbranded within the meaning of this act (a) if its package or label shall bear, or any advertising matter relating to the article shall contain, any statement, design or device which is false, misleading or deceptive in any particular. (b) If its inner and outer package labels shall fail to bear a plain and conspicuous declaration of the presence and amounts, in accordance with the common method of expression, of such of the following as may be ingredients, accompanied, except in the case of dentifrices and soaps, by the phrase, "for External Use only"—salts, compounds and derivatives of silver, copper, zinc, barium, bismuth, antimony, cadmium, nickel and of cobalt, any oxalic acid, belladonna or mydriatic alkaloids, and any salts or derivatives of such; any pyrogallol acid, calcium sulphide, formaldehyde, aluminum chloride, aluminum oxychloride, and any free mineral acid in excess of one per cent.

(Follow with provisions for enforcement, regulations, penalty, etc.)

While official action has not yet been taken on the matter, the American Manufacturers of Toilet Articles has sent out a bulletin to its members describing the bill and outlining certain objections to it. The members of the association are urged in this bulletin to forward their opinions on the proposed measure to the officials of the association in order that plans for definite action may be taken. It is pointed out by officials of the association that there is no objection to federal legislation on the subject of pure cosmetics, if such legislation is found to be necessary. There is objection to state legislation since it would doubtless lead to confusing and conflicting regulations owing to the amendments to which the "Model Bill" would be subjected in the several legislatures.

In addition to the attitude of the association private attempts to combat the measure are also under way.

The committee of the Association of Dairy, Food and Drug Officials which has framed the bill and is handling the matter is as follows: Dr. E. Monroe Bailey, Chemist in Charge, State Experiment Station, New Haven, Conn.; Dr. S. Dana Hubbard, Division of Investigation of Medical Practice, New York City Health Department; I. L. Miller, State Food and Drug Commissioner, Indianapolis, Indiana; Robert O. Baird, State Food Commissioner and Chemist, Bismarck, North Dakota, with Charles D. Howard, Chemist, New Hampshire Board of Health, as chairman.

Sandalwood Oil Production

The two sandalwood oil factories in Mysore State, India, distilled 1,811 tons of sandalwood during the fiscal year ended March 31, 1926, as against 1,697 tons during the previous year. The output of oil amounted to 195,867 pounds as against 172,988 during 1924-25. The sale of oil during the past year attained a record—195,648 pounds—and the gross realizations amounted to 3,106,000 rupees, writes Trade Commissioner C. B. Spofford, jr., Calcutta.

National Survey Indicates a Prosperous 1927

Steady Gain in Last Twelve Months Presages

Continued Activity in Coming Year--

Paris Label Scored

Almost without exception the contributors to the annual symposium conducted by THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW indicate that their business for 1926 exceeded that for 1925. In response to a letter sent out to a large number of representative manufacturers and wholesalers of soaps, perfumery and toilet articles, a wealth of information regarding conditions during 1926 and a fund of suggestions for the improvement of the conduct of the industry have been received.

It is a pleasure to record the practical unanimity of the industry in reporting a good increase of business in 1926 as compared with 1925. Most of the replies are very optimistic over prospects for the coming year although in many instances there is the same undertone of caution which leading economists have voiced with regard to business operations in 1927. It is interesting to note that of the few who anticipate no increase during 1927, practically all are located and have their principal distribution in sections of the country which have been affected adversely by agricultural or other conditions beyond the control of the manufacturer.

The views of the American industry regarding the vexing question of foreign competition are apparently more sharply divided than has been the case in the past. The tendency to view this competition as a menace seems to be gradually disappearing. More of the replies to the symposium than ever before, voice the opinion that there are distinct benefits to the American industry from the competition of foreign houses of the better sort in this market. This change in sentiment is based upon a realization of the increase in business which follows the extensive advertising campaigns of these foreign houses and the fact that not all of this education of the public directly benefits the foreign concerns to the exclusion of American manufacturers.

In addition, those who have replied to the questionnaire on this point indicate that the example of the French perfumers operating in this market on such matters as quality of goods, package attractiveness, and even the matter of prices, has been of distinct benefit to the American industry which still has much to learn. A few still consider all foreign competition as a menace but they are being rapidly relegated to the position of a small minority.

There is quite unanimous complaint against the use of the "Paris" label upon perfumes and toilet articles which are not entitled to carry this stamp. Some of the manufacturers inquire whether concerns with merely a Paris office should carry this label, implying that to do so is overstepping the bounds of correct merchandising practice. Others are anxious about the labeling of perfumes manufactured in the United States by French concerns with American manufacturing branches. These points, while they are gradually being clarified by discussion and even by litigation, are still vexing questions vitally affecting the future of the industry.

Suggestions as to what should be done to build up the American industry vary widely. They range from the repeal of the Eighteenth Amendment to a few simple words

about quality and sales methods. Among the numerous interesting suggestions is one from one of the largest manufacturers who insists that "Minding your own business" is the real secret. Others would have less imitation of foreign products, higher quality raw materials, or less selling on price alone. An interesting proposal and one which may bear fruit later is the suggestion for joint advertising which several manufacturers propose as a method of meeting foreign competition and increasing the sales of American products.

A few concerns wished to reply anonymously. Of this class the following reply is a representative example:

"We will state that our 1926 business was much larger than in 1925, that the spirit of co-operation on the part of the wholesale dealer and retail dealer was never more beautiful and encouraging. In fact quite a good many state that the co-operation is the finest that they have ever received from any manufacturer.

"Quite a good many go far enough to say that the articles are very staple, that they are in fact like sugar and coffee in the grocery store; but business was the hardest to get in the last four months of 1926 that we have ever experienced, at that season of the year, otherwise the increase would have been far more.

"Regarding the outlook for 1927, will state that the conditions (largely mental) in all territories, particularly the central and southern states, are not so encouraging as at the beginning of 1926, but in view of conditions herein above stated, and our splendid equipment for 1927, we are confidently expecting an increase, but we do not believe this will apply to all lines of the various classes on the market."

Notwithstanding the fact that economists predict less activity in 1927 and in spite of foreign competition, juggling of labels and numerous other troubles, it is an excellent tribute to the progress of the industry that the letters which follow are so optimistic in tone and reflect such a firm belief in the continued rapid progress of the industry during 1927.

Excellent Opportunities in 1927

C. M. Baker, general manager, Pond's Extract Company, New York City.—During recent years informative and educational advertising of various kinds has "sold" a great many women on the benefits of the proper use of toilet articles. Because of this advertising and because American made toilet articles are superior to any others, the domestic production of this class of merchandise increased almost nine-fold during the period from 1914 to 1925, according to Government figures.

Manufacturers of toilet articles of sound merit who are able to intelligently present them to the public should find 1927 a good year. Employment is good and money is being freely spent.

This market will still bear a great deal of cultivation, and American manufacturers have also excellent opportunities

to develop their businesses in many foreign fields. The psychology of most women is the same as that of Americans. The differences we hear about are unimportant and can be overcome. The large sale of several American made toilet articles specialties in many foreign markets is evidence of the fact that these goods can be presented to women in England, or the Argentine, or New Zealand, in substantially the same manner that they are presented here and with the same results.

Sees 1927 Most Successful Year

Thomas J. McHugh, president, V. Vivaudou, Inc., New York City.—What is the outlook for sales in 1927? I can only answer this, or any other question, from the business that I actually know about, and that is my own business, and you know it is a hard thing to do to mind one's own business these days. First,—I look to the year 1927 to be the most successful in the history of the organizations of which I have the honor to be the head.

How did 1926 business compare with that of 1925? I am ashamed to tell you. Our profits in the year 1926 were the largest in our history and were four times greater than our profits in 1925, and if you will look at the Stock Exchange Report you will see what our figures were in 1925.

Is foreign competition in finished products helpful or harmful? It stimulates and builds the industry. If it is unfair competition it doesn't last, it is just a flash in the pan, and I don't even consider that as competition.

What is most needed to help manufacturers increase the sale of American-made toilet articles? I refer you to what I said in the first paragraph,—mind your own business.

You know, having a large percentage of Celtic blood in my veins I naturally answer your questions by asking you one and my question is,—“What is competition”? I would like you to tell me some time.

Opposes the Making of Sales Merchandise

H. Henry Bertram, president, A. P. Babcock Co., New York City.—It is our belief that sales prospects in 1927 will be good, but that competition will be much keener than in 1926. At the present time there seem to be too many brands of equal excellence on the market. The wise manufacturer will, we believe, manufacture a line of goods for a definite market which he has studied carefully, and then press that market to the full.

Foreign competition, particularly in perfumes, is naturally decidedly harmful to the American manufacturer because of woman's desire for goods labelled with the (to her) magic words, “Made in Paris.” This desire is played upon to the full by the foreign manufacturer, who charges absurdly high prices for goods no better than are those made here. The additional profit is used for much more intensive sales efforts.

American manufacturers would, we believe, help themselves materially by stopping the pernicious practice of making up special “sales” merchandise for department stores. This practice does more to cheapen American made toilet articles than any other single thing. In the long run, it only “kills the goose that laid the golden egg.”

Cutex Business Gained in 1926

Northam Warren, president, Northam Warren Corporation, New York City.—Our 1926 business showed a gratifying increase over the preceding year. Holiday merchandise appears to have moved very well indeed, and we are starting the new year in the belief that there is going to be a

continuation of the present prosperous conditions in the toilet goods industry.

We do not believe that foreign competition is as severe as some of our domestic manufacturer's appear to believe. There will always be competition in our field. We believe the best way to meet it is to make quality good enough and the consumer demand strong enough so that we can compete on even terms with any trade, either foreign or domestic. Any advantages that foreign manufacturers may have in the way of cheap labor and materials we believe are offset by the fact that America is the home of high speed automatic machinery and labor-saving devices, which have been developed to a very high degree for the toilet goods business, and which are being widely used to cut production costs both by domestic makers and by foreign houses which have branches in this country.

We believe that THE AMERICAN PERFUMER is continuing to do splendid work for American manufacturers of toilet articles, and we wish for you a happy and prosperous new year.

Sees Benefit of Competition

G. A. Pfeiffer, president, Richard Hudnut, New York City.—Our sales in 1926 were larger than in 1925.

As regard 1927 prospects, we see no reasons for concern. While there are signs of over-production, excessive installment purchases, and agricultural depression, our country, as a whole, is prosperous—money is plentiful and employment general.

Competition, we believe, will increase not only from foreign sources, but also between domestic manufacturers. Competition, however, is stimulating and not without its compensating advantages. It encourages manufacturers to supply a better quality of product, more attractive packages, and new creations, resulting in a broader market and increased consumption of perfumery and toilet articles.

Our Company welcomes 1927 as a year of opportunity.

Quality Merchandise and Artistic Packages

F. N. Langlois, perfumer, United Drug Co., Boston, Mass.—I predicted one year ago that quality in merchandise and artistic packages were the keynotes of American success in the toilet goods business, and I strongly urged the American perfumers to keep this aim always before them.

Now, at the beginning of 1927 I feel strongly that our efforts along these lines are beginning to bear fruit.

We finished the year with a wonderful increase, and I feel safe in assuming that what is true of our business must be true also of our other friends in the American toilet goods business.

We are looking at 1927 with optimistic eyes and feel sure that when December rolls around we will have again shown a fine healthy increase by closely following our motto of the finest quality always.

Expects a Satisfactory Year

D. H. McConnell, Jr., executive vice-president, California Perfume Company, New York City.—The increase this company had last year over 1925 was very slight. Due to our method of selling, which is direct to the consumer through agents, general business conditions throughout the country do not affect our business very much as a rule. We do feel, however, that this year will result in greater volume and that the increase over 1926 will be one of the largest increases we have ever had. The reason for this feeling is due, not to general business conditions, but to the condition

of the company itself. Various plans and improvements have gone into effect recently which should bring concrete results this year.

Good Business for Entire Industry

C. C. Woodworth, president, Woodworth, Inc., New York City.—Our business for last year was satisfactory.

For the year 1927, we expect to continue along the same lines, and to enjoy a reasonably prosperous year.

General business conditions are apparently not seriously disturbed, and the general prosperity for the coming year, as far as conditions can be seen, assures evidently a reasonably good business for all of us in the industry.

Wants Honesty in the Label

Bert O'Leary, Kiefer-Stewart Co., Indianapolis, Ind.—Our year's business in 1926 was very satisfactory. In fact it was considerably ahead of 1925, and we will be very much gratified should 1927 business run ahead of the mark set by 1926.

We cannot help but feel that competition in finished foreign products is very harmful to our industry, and we certainly feel that the manufacturers should not be allowed to label products finished and packed in the United States with a label indicating that such goods were manufactured and finished in other than the U. S. A. We believe that we have the same right to brand our perfumes and toilet waters as being of French origin inasmuch as most of the raw material is imported from France.

Just because a manufacturer happens to have a branch in France should not give him the right to bring the raw material to this country and save the duty that he would have to pay on the finished product, and then be allowed to merchandise such products as of French manufacture.

The one thing that is most needed to help increase the sale of American made perfumes and toilet waters is the elimination of so called perfumes which are really nothing but a poor grade of toilet water made from various compounds, manufactured by several concerns who cater to the bottler of cheap stuff for peddlers and other dispensers of cheap merchandise.

However, we hope to go along and increase our business in a modest way regardless of the various handicaps.

Had Good Year

S. H. Williams, president, The J. B. Williams Company, Glastonbury, Conn.—Our business for the year 1926 was quite variable but for the last three or four months of the year was very good.

We hardly expect to continue through 1927 with as large a volume of business as we had the latter part of 1926. What may develop in the latter part of the year, of course it is very difficult to say.

Attacks Cheap Foreign Perfumes

Joseph H. Calisher, president, Oakley & Co., New York City.—It is very difficult to predict the outlook for sales in 1927 except on the basis of 1926 business. Our business in 1926 showed a fair increase over 1925 and but for certain contingencies last fall, the paper box makers' strike, which very seriously affected us, we possibly would have shown a much larger increase.

Regarding foreign competition, this matter has been so frequently discussed that there is very little left to say except that it is getting harder every year for the domestic manufacturer who is not in a position to spend a large

amount of money for publicity advertising to do a large volume of business. The representative foreign manufacturers are bringing in their oils, buying their bottles in this country and finishing the products in America, which enables them to practically compete with the American manufacturer and unquestionably it affects very seriously our business. We are also up against innumerable importations of cheap French perfumes not known in this country but which are purchased by the buyers for department stores who go to Europe.

To suggest what is needed to help the sale of American-made toilet articles is an unknown quantity and beyond my conception after many years spent in the industry. If the tariff was increased on the raw material it would not help as it seems the pulse of the consumer trends towards perfumes with a foreign label, either good or bad, and I will welcome any suggestion from my fellow manufacturers that would tend to increase the sale of our merchandise.

Urges More Stringent Legislation

S. P. Bancroft, president, The Willis H. Lowe Co., Boston.—Our business for 1926 has been larger than that of 1925. While not entirely satisfactory it was somewhat beyond our expectations when we consider the unusual competition of the foreign perfumers who have recently established branches in this country.

Competition is and has been for years very keen between the various American manufacturers of perfumes and toilet articles, and the open door which our government maintains has afforded an opportunity for further competition.

In our opinion "What is most needed to help manufacturers increase the sale of American Made Toilet Articles" is more stringent legislation.

Expects Normal Increase

Edward Plaut, chairman, Lehn & Fink Products Company, New York City.—We expect that there will be a normal sales increase in 1927. The year 1926 showed a satisfactory increase over 1925.

Sees Value of Quality

H. Jenkins, vice-president and general manager, Kolynos Co., New Haven, Conn.—We can say that we feel very much pleased with the way this new "Nalgiri" line has taken hold without advertising. By means of demonstrations in some of the stores and the merit of the goods themselves we have found that the volume of business for these goods has held its own very well against older imported lines.

We confidently believe that American perfumes can and will favorably compete with imported goods, providing that sufficient care and thought is given to the attractiveness of the package and that no attempt to skimp or save on the quality of the ingredients is made; also chemists of the highest grade should be selected for the production of odors and powders.

We have sufficient belief in our views to back them with our funds, and we have every reason to feel that 1927 is going to see an increase in volume of business for us.

Sees Education as Vital Need

Henry E. Chambers, treasurer, The La Valliere Co., New Orleans.—To our mind, the outlook for 1927 is not as promising as was that of 1926, this time last year. Our reason for thinking this lies principally with the low price of agricultural products which reduces the buying ability of the consuming public, particularly in the smaller towns

and rural communities in which a large part of our domestic trade is obtained. This may be remedied to a greater or less degree by cultivating the trade territory more intensively and opening up new avenues of approach to the consumer.

Our domestic business for 1926 was better by some ten per cent than that of 1925; and, on our foreign or export business, there was fully 25 per cent improvement.

Foreign competition in finished products is always harmful to the American manufacturer. Our buying public is still obsessed with the idea that any perfume or toilet article which bears a foreign label is bound to be superior, simply because of the label. "*It is imported*" is the open sesame to the American pocket book, and will be until our people are educated up to a recognition of the fact that in making purchases, choice should lie with quality rather than with place of manufacture; that American manufacturers in our line obtain their raw materials and supplies from precisely the same sources as do the foreign makers; that American skill in compounding and American chemical knowledge is equal to that commanded by any other country, and, to a certain extent, superior; that American enterprise and initiative improve upon what has been produced before where the foreign makers conservatively adhere to the older forms.

Your question, "What is needed to help manufacturers increase their sales?" opens up a large field for discussion. Summed up the answer could be briefly stated: Education, demonstration and establishing more points of contact with possible and prospective consumers.

Education suggests advertising through which the public is informed of its toilet needs which might have been before unknown or unrecognized by it. But a certain amount of systematic propaganda should go along with the advertising, hammering steadily at the gate of the American mind that it may open to the idea that American-made goods are really quite excellent, thank you! What an impetus was given to German manufacturers when every case of goods leaving the Fatherland, had to be marked "Made in Germany." If our domestic manufacturers of perfumes and toilet articles would unite in the use of a common slogan such as "American Made But the World's Best" and have it appear in all their advertisements in connection with each article they manufacture, it would soon dawn upon the most moronic of intelligences constituting the larger part of the American public as shown by the mentality tests that have been time and again applied, that America leads the world in toilettries as she does in so many other branches of industrial endeavor.

Sees Costs Reduced

Edward E. Gilman, president, American Soap Corporation, New York City.—An impartial review of the history of soap and allied manufacturing products has convinced us, and we believe must be evident to those familiar with these industries, that 1927 will witness the greatest activities in the reduction of basic cost of manufacturing because of the saving effected in getting the maximum theoretical into our finished product.

We believe that the managers of our industries have given freer rein and financial assistance to the mechanical inventors than they have to our chemists and scientists. The wizardry of the machines we now have available for manufacturing and packaging our products are seemingly the acme of perfection and automaticity. The chemists of this country have repeatedly shown, more particularly in other industries, that thousands of dollars have been wasted which could readily be saved and turned into useful and profitable products. The meat industry boasts that in its finished product

it saves everything but the squeal in the pig and the next great advance in our industry will come when we can also boast that we are getting the last theoretical ounce of fat, oil or extract from our crude materials into our finished product. The profits which lie dormant in our discarded products must be reclaimed and turned into profits.

Insofar as the American Soap Corporation is concerned, we have and are devoting the major part of our activities to improvements along scientific lines. We are now starting to introduce to the textile trades products which will greatly reduce the present manufacturing cost of bleaching and dyeing as well as improve the finished product. Within a comparatively short time we will be in a position to manufacture soap and essential oils at a price which will enable manufacturers, jobbers and retailers to make more profits than ever before.

We are, therefore, entering the year 1927 with a realization that our dreams and visions are about to become realities and have also renewed our original resolution to continue giving our chemists and scientists the utmost assistance and cooperation in their attempts to save waste.

Optimistic Regarding 1927

B. E. Wellman, president, Wellman & Wellman, Inc., Portland, Maine.—We feel very optimistic regarding the year of 1927. Our business for 1926 was much better than 1925.

American manufacturers must keep the quality of their products high, and the package attractive. If this is done we see no reason to fear foreign competition.

Urges Better Products

J. Poses, A. A. Lantime & Co., New York City.—We look forward for a better year in 1927, though we have no particular facts to base it on except that we always gain by past mistakes.

We will say that 1926 did not compare favorably with 1925.

The best way in our opinion to advance the American industry is to give as good a product and service as the foreign manufacturer gives.

Advocates Intensive Advertising

S. S. Kahn, president, S. S. Kahn Co., Ardmore, Okla.—The writer believes that our sales in toilet goods merchandise will exceed the past year for the following reasons: We are placing a new line of merchandise on the market, catering to the Five and Ten Cent stores exclusively, and through new sales plans which we expect to inaugurate shortly, we believe that our volume over last year will be considerably increased.

The volume of business over the Fall of 1926 was not so great as over the same period in 1925, but the total for the entire year of 1926 was greater than 1925.

Foreign competition has no effect on the markets that we cater to.

Intensive advertising on the part of American manufacturers showing that American manufactured goods supply the demands of American consumers to better advantage than imported goods.

Looks for Greater Increase

O. J. Cathcart, Lazell Perfumer, Newburgh, N. Y.—During last year, we had a very nice increase over the previous year, and we are looking forward to a much greater increase during 1927, as prospects are exceedingly bright.

Met All Expectations in 1926

Abe Plough, president, Plough Chemical Company, Memphis, Tenn.—Insofar as our company is concerned, it is apparent that our business will continue to increase, based on the momentum in sales which has characterized the efforts of our entire organization and the co-operation of dealers everywhere in promoting the sale of "Black and White Beauty Creations" and "St. Joseph's" family medicines.

Our 1926 business met every expectation, and was considerably in excess of business handled by us during the year 1925. The outlook is very encouraging, and we feel very optimistic, in view of the general policies which dominate our operations, that our 1927 record will be a most satisfactory one.

Short, But to the Point

F. F. Ingram, Jr., Frederick F. Ingram Co., Detroit, Mich.—We will say that 1926 was the best year we ever had. In 1927 we believe that business obtained will be in direct proportion to the intelligent efforts used in trying to get it.

Improved Credits a Factor

J. F. Reeves, purchasing agent, Lever Brothers Co., Cambridge, Mass.—It is our belief that the year of 1927 will be one of good business.

Credit conditions which go a long way towards assuring good business are excellent. Unless, therefore, the basic industries, such as steel, etc., meet with a set back which naturally would affect general business conditions, and curtail the purchasing power, the year of 1927 will bring good business.

Will Surpass Other Years

Leo J. Cassie, president, Grand Watkins Co., Boston.—As you probably know we have just finished one year as the new owners of this concern, and as it was in such poor shape we had a number of conditions we had to overcome before we could get right down to business. However, if our opinion is worth anything, I would say that 1926 was very favorable for us. In spite of the handicap we were working under we did an excellent business during November and December, the latter being the better of the two, our best seller being the "G-W Brand Cocoa Butter Cream." January of this year, and we are only a short way into this month, has proved to be the best month for us of any that we have had thus far, showing an increase of 100 per cent on creams over the previous months.

In general I would say that business for the coming year will surpass all other years. We are centering all our attentions to creams and toilet waters.

I hope that this answers your request and I am always ready to submit any statement that is under the request of THE AMERICAN PERFUMER, the best of trade papers.

Opposes Foreign Brand Names

Windsor Soap Co., Buffalo, N. Y.—Regarding the outlook for sales in the year 1927 we are rather pessimistic on account of our being one of the smaller factories, and there is a tendency to consolidate among the larger plants, which means that the smaller factory is going to have much harder work to pick up their sales.

1926 business is slightly under 1925. The only foreign competition that affects us is on olive oil Castile soap. Of course, you know all about the investigation that is going on in the Federal Trade Commission, and if the decision is

in favor of the foreign soap, it will be very harmful to us, as we enjoy a very large trade on olive oil Castile soap, containing a small percentage of coconut oil.

Question No. 4 is a hard one to answer, as we do not do any advertising, but we should think that if the American manufacturers would sell their goods as American made, instead of putting fancy foreign brands on them, that the American public would be educated to call for such goods, but unfortunately, there are very few brands put out by the American manufacturers that are so marked. Everyone seems to think that a French, Italian or a Spanish name for their goods is more desirable.

More Than Pleased with Conditions

T. V. Lewis, Arden Chemical Co., New York City.—The outlook for 1927 we consider particularly bright. Our business for 1926 showed quite a large increase over the previous year. Our foreign business almost doubled.

We, ourselves, are more than pleased with the condition of toilet preparations business, not only here but abroad.

Foreign Competition a Benefit

David J. Griffin, sales manager, Paul Westphal, New York City.—We believe that never before was the business outlook better or brighter than for 1927.

The retarding commercial influences have almost entirely disappeared throughout the country, being supplanted by normalcy and increased buying power. The foreign situation has adjusted itself to an extent whereby the oversea buyers are in a position to place orders for considerable quantities of American products. Our optimism is substantiated by the fact that a large number of orders were placed during the month of December for delivery early in 1927.

Notwithstanding conditions as they existed in 1926 our sales showed a healthful and businesslike increase over 1925.

Notwithstanding what may be said to the contrary foreign competition is, in our opinion, most helpful. Among other things it has taught us the current dressing and proper building of products and has shown us the possibility of getting better prices for our products.

The things most needed to help American manufacturers increase the sale of toilet articles are better built, better dressed preparations, closer merchandising cooperation, and above all, liberal advertising.

Advocates Prohibition Repeal

Leon L. Beckwith, president, The Bonheur Co., Inc., Syracuse, N. Y.—We really do not look for a very large increase in business in the year 1927 and in fact we will feel very fortunate if we are able to hold our business to that of 1926.

Our business for 1926 shows an increase of about 11 per cent over that of 1925 which we consider a very healthy growth.

We know very little as to the effects of foreign competition in finished products sold in this country. Our business is almost exclusively with the barber and beauty parlor trade and it has been built along those lines for better than 20 years. The foreign goods do not enter into this field.

As to what is most needed to help manufacturers increase the sale of American made toilet articles would say that as far as we are concerned it can be answered in a very few words and which is the repeal of the prohibition amendment. This would automatically eliminate a large percentage of the present day manufacturers who would have no further interest in the perfume industry if they could not profitably sell alcohol.

Splendid Outlook for 1927

F. J. M. Miles, Cheramy, Inc., New York.—The year 1927 offers a splendid outlook for business, under highly competitive conditions.

The year 1926 was a peak year, which very definitely reflected the increasing American need for toilet articles.

During 1926 the reduced value of the franc resulted in a flooding of the market in this country with foreign perfumes at ridiculously low prices. This helped the American manufacturer considerably.

In 1927 the increased franc value will stem the tide of imports of questionable value. This also will help the American manufacturer materially.

The needs of American manufacturers are:

Quality of product first.

More artistic presentation second.

Foreign Advertising a Business Aid

C. M. Mills, secretary and treasurer, The American Products Co., Cincinnati, Ohio.—The year of 1926 has been one of the biggest and most successful years in our business. Our products are all sold in towns of less than 25,000 people and, naturally, the women in smaller towns are becoming more educated from year to year in the use of toilet preparations and perfumes. We cover a field that is covered by very few manufacturers in the country and "Zanol Quality First Products" are well-known in the field in which they are sold.

The immense amount of advertising placed by our foreign competitors is educating the women both in small towns as well as in large towns to a large use of perfumes and toilet preparations.

We have every reason to believe that the year 1927 will be one of the biggest years in the perfume and toilet preparation industry and we are preparing for it.

Originality the Greatest Need

A. J. Krank, president, A. J. Krank Mfg. Co., St. Paul, Minn.—I don't know what the outlook for 1927 contains. As far as I can compare I figure it is very good. Our business of 1926 compares favorably with the year before, in fact we have had a very substantial increase.

I don't know what competition of foreign goods is doing to us. We are too busy tending to our own business; while we may regret this we can't see it that way now.

What is most needed to help manufacturers increase the sales on American made toilet articles is originality, not copy or steal another man's thunder. Honest competition, honest production and producing articles which will do that which they are advertised to do.

Expects Bigger Increase

L. O. Sturtridge, Jolie Inc., New York City.—About the only thing we can say is that we enjoyed a nice increase for 1926, and we know of no reason why we cannot show a bigger increase for 1927.

Gain for American Made Articles

R. A. McBain, vice-president, Martha Matilda Harper, Rochester, N. Y.—As usual the outlook for our business this year is most propitious. The year just closed has been by all odds the best one in our experience in every way. As has always been our method, we have strictly adhered to our policy of building up our business through the maintenance of good will and the manufacture of high quality goods.

Our methods of distribution are somewhat unique, we believe, in the business world. The outlet for our goods for the most part is through our own distributors. Only a small percentage of what we manufacture is sold through the regular trade channels. For that reason our business enjoys a security and firmness which is not easily affected by economic or other changes. Also, these representatives of ours who manage these outlets are trained saleswomen and skilled operators who receive courses of instruction in our own institution. For thirty-eight years we have found this method of distribution a splendid one; and I presume it is because of the character of our organization that we do not feel foreign or other competition to any marked degree.

We have found, however, in the past few years that the tendency of the American woman is coming more and more to the complete adoption of American made toilet articles. This is especially notable in the perfume line. Our opinion is that it will only be a matter of time when American women will recognize the plain truth that American made goods are actually superior to those made elsewhere. I think it is a well established fact that the women of eastern Europe and Britain already recognize the superiority of American made cosmetics. Since American women are so prone to adopt European styles, the time will soon be here when they will also adopt European ideas in the art of personal adornment through cosmetics.

Sees Improvement in 1927

N. H. F. McLeod, secretary and treasurer, Parke, Davis & Co., Detroit, Mich.—The 1927 business outlook would seem to indicate to us a good, substantial sales turnover. In fact, while we do not expect any considerable increase over 1926, we do believe that the year 1927 will be quite as satisfactory, and on this point we are very optimistic.

Business Increase of 20 Per Cent

G. C. Weil, The Klinker Mfg. Co., Cleveland, Ohio.—1926 was satisfactory as far as volume of sales was concerned. We increased our business about 20 per cent but profits showed up comparatively small as the selling expense today is much higher than it ever has been, due to merchants following the hand to mouth buying policy. This means more traveling and calling on customers more frequently.

There is no doubt but what foreign competition in finished products is harmful to American manufacturers who put out high class merchandise. In our particular line it is not so noticeable as we have always produced popular priced toilet preparations.

There is hardly any fixed policy that would help all American manufacturers of toilet articles. Successes or failures are usually the result of individual enterprise and there is no doubt but what advertising of meritorious products will increase their sales.

We are starting out 1927 with the hope that it will be better than 1926 and we know that there will be a great many entries in this race. May they all reach their goal for what is good for our competitors is good for us.

Would "Debunk" the Paris Label

J. Rouss, president, Bo-Kay Perfume Company, New York City.—Our business in 1926 has increased very materially over preceding years. We have enlarged our plant, and completed plans for a still greater increase of business for this year. I am confident that business during 1927 should at least equal if not excel 1926 and years preceding. Nevertheless, I believe in and advocate extreme caution, because

while some sections of the country show activity and business prosperity, other sections again tend to show depression. All of this, however, should not affect the sale of toilet preparations fairly and reasonably priced.

I am firmly convinced, however, that if manufacturers of American made toilet preparations could be organized to participate in a consumers' educational campaign to counteract the idea created by so-called foreign manufacturers of the matchless value of their preparations, then the industry would be assured of greater prosperity than thus far attained.

I do not consider foreign competition in finished products harmful. Fair competition of any sort is helpful. However, I believe it is about time that consumers be told of the "camouflage" which has existed for so many years with relation to the value of so-called foreign as against the American made products. We in the industry, know that it is all "bunk." Why not let the buying public in on this known secret? Why not "debunk" the "bunk?" It would undoubtedly help to maintain prosperity for the American manufacturers. Let the buying public know that toilet preparations "Made in U. S. A." dollar for dollar are fully the equal of similar preparations irrespective of the place of origin. May I also add that this would eventually dispel the value of even the magic name "Paris" upon a label or package?

I am sure that the result of such a campaign would be beneficial to the industry. Furthermore, some law or provision should be made so that any article sold in this country but made in a foreign country, should be so stamped plainly. On the other hand, any article or any part of the preparation which is made or put up in this country, should also be stamped plainly and clearly upon the package so that the buyer will understand to what extent it has been produced in this country. In other words, let a clear and definite statement appear upon the package and thereby not have any misconception on the part of the purchaser.

Expects Better Conditions

A. E. Hurst, president, Colonial Hygienic Co., Chicago.—We look forward to better conditions and business during the year 1927 than we have had for the past two or three years.

The year 1926 showed an improvement over 1925 in volume but conditions with the retail trade were not satisfactory.

Foreign competition in finished products we consider helpful to the American toilet goods business. There is no poison or wood alcohol in the Cologne spirits they use in their preparations. They do not buy up the support of clerks in our stores to force sale of their goods which has a demoralizing influence on sale of toilet goods.

The recent amalgamation of several well known toilet lines under one head will be the greatest factor for stability and success of American made toiletries that can happen to us during the year 1927.

A Booster for Quality

James S. Gleghorn, president, The Demilo Co., Detroit, Mich.—We feel the outlook for sales in 1927 is as good, if not better than 1926.

Our sales for 1926 show the increased volume of business that we predicted in our letter to THE AMERICAN PERFUMER last year. We hope to do even better this year and are negotiating for property which will give us at least fifteen thousand square feet of additional floor space to take care of same.

While foreign competition may be harmful, it can be turned to an advantage through a proper selling program based on facts and a thorough knowledge of the foreign type of competition. We have been able to use such competition to our advantage.

We feel that the thing most needed to further the sale of American made toiletries is for the American manufacturer to supply merchandise of equal or superior quality for the same price; to educate the public to the fact that it is possible to manufacture just as good toilet products here as abroad as the same material and the same labor is available to the American manufacturer as to the foreign manufacturer. It is up to us to use the same means to attract buyers as used by our foreign competitors.

That American manufacturers can do what they set out to do is shown by the improvement which has been made in American made toilet goods containers during the past five years.

One of the Evils of the Game

O. H. Hovey, Southern Chemical Co., Perry, Okla.—Our business during 1926 was double that of 1925. We expect to multiply that result by four during this year. It is the result of always playing absolutely square with our customers; getting their confidence, then keeping it by deserving it.

I think one of the great evils of the game is simply this: There are any number of concerns (some of them located in back bedrooms on top floors) who advertise to "put up a line of goods under your own name" and start you in the mail order business. Others furnish so-called "formulas" which they sell to ambitious boys over the country. Others furnish the "makin's" with the advice that "all that is necessary is to put a teaspoonful of our compound into a bottle, fill with water, and put on a label. Costs you 6 cents a bottle and sells for \$1." These fakes apply to perfumes as well as flavoring extracts. I have already "invested" in several of these enterprises and have sent the "makin's" and results of my investigations to the federal authorities, who, I am quite sure will soon stop one quite large concern from supplying "Pure Vanilla Extract at \$3 a gallon; dilute it with water and you sell it for \$72."

You and some of the "big" ones in the trade will laugh at me for this criticism, but, fellows, it *does* hurt legitimate business to have these pests operating.

Does Not Feel Foreign Competition

R. E. La Barre, president, Orzyn Co., New York City.—In our opinion the sales outlook is better than ever. 1926 was an advance over 1925. We do not know foreign competition exists. Making better and better products will be most effective in aiding the American industry.

Expects Substantial Growth

Paul D. Newton, vice-president, C. H. Stuart & Co., Inc., Newark, N. Y.—We look forward to a steady increase in business during 1927. We have every reason to believe that business conditions will improve if anything during the coming year.

Our business has had a steady substantial growth during 1926 and we expect the New Year will be better than ever.

A Very Encouraging Outlook

John Blocki, president, John Blocki, Inc., Chicago.—Our sales for the year 1926 compare favorably with those of 1925 and according to reports received so far from our largest customers, the outlook for this year is very encouraging. Collections have been satisfactory.

Educational Work Needed

S. J. Schwarzwalker, chief chemist, Citizens' Wholesale Supply Co., Columbus, Ohio.—The outlook for sales in toiletries appears to us to be excellent for 1927. More and more Milady is realizing that proper cosmetics, used with discretion, are indispensable. Not only an aid to present appearances but a protection against the ravages of wind, weather and Father Time.

Our business, in this line for 1926 compared very favorably with 1925.

Genuine foreign competition in finished products is, in our opinion, helpful. Goods of low quality of domestic origin masquerading as French we believe to be harmful to the business.

Our opinion of what is most needed to help American manufacturers increase sales of toilet articles is supplying the highest possible quality and specialized educational work.

Business Unusually Good

J. E. McBrady, president, J. E. McBrady & Co., Chicago, Ill.—I cannot see why business and especially, my kind of business, should not be fully as good, this year as it was last.

We are having unusually mild weather, so far this Winter, although the weather man may cut loose within the next few days and give us lots of snow and zero until Spring. But even though he does, that should not keep progressive firms from carrying on their business successfully.

Our 1926 business was very fine, indeed. Just a trifle better than in 1925. It was, so satisfactory to us in 1926 that I will not grumble, if 1927 is as good and I see no reason, why it should not be.

Our business right now (the first two weeks in January) is unusually good. If it keeps up like this all year, I will be happy. I never saw business in January so satisfactory.

Expects Normal Business

George W. Demara, The Aramed Co., Providence, R. I.—We do not believe it possible that any accurate facts can be given, other than what business a concern has in advance orders, together with a slight knowledge of the present condition of the market, and this entirely depends upon business as a whole. From statistics and observations it seems that business will be about normal.

1927 to Be Firm's Biggest Year

H. T. McAllister, president, Albany Laboratories, Inc., Albany, N. Y.—We look forward to and expect the year of 1927 to be the biggest year in our history. With us each new year has been bigger than its predecessor. We expect this growth to continue and we expect to do whatever we can to make it bigger and better than any other year.

Trade Conditions Heartening for 1927

Edward R. Fuller, Luxor, Ltd., Chicago.—Regarding the 1927 outlook, we recently completed an investigation among the trade which has been most heartening and further our plant is running at capacity with an immediate future which looks as though we may carry it through the entire year of 1927.

Sees No Danger of Radical Set-Back

G. Y. Hutchins, secretary and purchasing agent, E. L. Patch Co., Boston, Mass.—Regarding the outlook for 1927 in our line of business, so far as we can see and according

to our best judgment, there should be no radical set-back in the lines in which we are particularly interested. At any rate we are going ahead with plans formulated and expect that the returns will be at least equal to the latter part of 1926. In other words we look for good business coming in.

Encouraging Sales Outlook

J. J. Kirby, secretary, The F. W. Fitch Co., Des Moines, Ia.—The sales outlook on our line for 1927 is we consider, from information at hand, encouraging.

Our business for 1926, as compared with 1925, shows an increase of about 12½ per cent.

We do not consider that our business is materially affected either for better or worse by foreign competition.

In our opinion the increased sale of American-made toilet articles depends upon time and judicious advertising backed by articles of merit which will compare favorably with articles manufactured abroad.

Expects Good Southern Business

T. O. Williams, Southern Chemical Co., Petersburg Va. The outlook for 1927 for business in our line appears very good, I should say, fully as good as a year ago. We endeavor to cover 21 states, including the Southern and the Southwestern States, and find that the wholesaler's stock in flavoring extracts and drug sundries is lower than it was a year ago. This is clearly indicated to us in the January orders that are coming in, which as a general thing, cover a greater range of items than is usually done. We also find that the main items are being ordered in normal quantities.

We believe that competition is destined to be keener, and that every day sees a more pronounced indication of the law of "survival of the fittest".

The 25% reduction in Federal Tax on non-beverage alcohol, and handed on to the trade, will have a tendency to stimulate business to some extent, especially the earlier part of the year.

Prospects Are Favorable

Solon Palmer, New York City.—1926 was between 5% and 10% better than 1925 which we consider very satisfactory. The prospects for the new year we think good and all we have to do is to see that our men start early and keep continually at it and we can do our usual good business. There is no boom, but the prospects are favorable.

THE IMPORTERS' POINT OF VIEW

Replies to a similar questionnaire sent out to importers of perfumes and toilet preparations, showed a uniformly optimistic tone. The following are representative replies received from members of this group regarding conditions in 1926 and the outlook for 1927.

Expects Sales to Double

S. Carmona, manager, Jahiel and Company, Inc., New York.—The American Public is getting wiser and wiser in everything pertaining to perfumes. They are getting rapidly educated to exact and demand the best and only the best. That is the only explanation we can find for the steady increase in sales of Lenthéric Parfums, which have been recognized and used in Europe for the last fifty years by people of good taste.

Two of our numbers that have caught the fancy of the American "Connoisseur" are the "Miracle," a very exotic

(Continued on Page 602)

Drop in Soap Exports Hits November Trade

Other Articles in the Group Show Gains

Dr. Klein Reviews Foreign Trade

Figures for 1926

WASHINGTON, January 15.—Both exports and imports of chemicals and allied products increased during November, 1926, in comparison with the November, 1925, totals. Exports were valued at \$16,100,000, an increase of 28 per cent over the \$12,500,000 total of 1925 while imports increased 17 per cent to \$16,700,000 compared with \$14,200,000 in November, 1925.

The monetary difference between the exports and imports is relatively small. Prices continued to account for some of the changes, but not entirely since larger quantities of many of the commodities were shipped abroad in the current November than during last November.

Greater activity was evident in the essential oil trade with prices playing an important part, exports having risen only fourteen per cent in values to \$174,000 while quantities were more than four times as great, or 247,000 pounds. Peppermint oil exports nearly doubled from 7,000 pounds in November, 1925, to 12,200 pounds in November, 1926, while values declined from \$91,200 to \$77,000. It will be recalled that a year ago the price of peppermint oil was very high.

The imports of essential oils were much greater than the exports and equalled \$422,000 for the month. There were no significant changes in the trade except perhaps lemon oil receipts which were unusually small, but again this may be explained by the large amounts already imported this year.

Soap Exports Drop

The falling off in the exports of soaps from \$700,000 in November, 1925, to \$650,000 in November, 1926, is accountable for the 17 per cent decline in total exports of soap and toilet preparations which aggregated \$1,300,000 for the month under discussion.

In the perfumery and toilet preparations subgroup valued at \$648,000, slight losses occurred in perfumery and toilet waters, and in talcum and toilet powders, while gains were made in the other commodities when \$134,000 worth of creams, rouges, and other cosmetics, \$242,000 worth of dentifrices, and \$100,000 of other toilet preparations were shipped out of the country.

Larger amounts of the several commodities included under the imports of soap and toilet preparations were received of all except cosmetics, with the total for the group amounting to \$742,000, representing a gain of 30 per cent. Perfumery and bay rum to the amount of \$322,000 worth, perfume materials to the amount of \$278,000, and cosmetics to the amount of \$61,000 were imported during the current November.

Klein Reviews Gain

Dr. Julius Klein, director of the Bureau of Foreign and Domestic Commerce, in an end of the year survey of foreign trade and of the prospects for the new year states that the year 1926 witnessed a continuance of a rapid expansion of our exports of manufactured goods.

"If 1927 should bring any lull in the unprecedented prosperity which we have enjoyed since 1921, such as is prophe-

sied in some quarters, we may expect a marked increase in export activity," says Dr. Klein. "The intelligent appreciation of foreign trade as a stabilizer of business is far more prevalent today than ever before and a substantial proportion of our manufacturers and merchants are equipped with at least the rudiments of some export contacts and experience, which are available for expansion when the occasion requires. The past five years have witnessed an impressive growth in the 'export sense' of American business, the benefits of which we shall observe whenever the next sag may occur in our business curve.

"Quite apart from this relationship between domestic and overseas business, there is evident a decidedly favorable outlook for the export of our manufactures because the world as a whole, except for a few areas, only one or two of which are of major importance, is enjoying fairly stable and gradually improving economic conditions. Furthermore, our own industry, constantly gaining in efficiency, is able, despite the highest wages in the world, to produce many classes of goods at lower cost than prevails elsewhere, and to produce goods of superior quality which appeal strongly to the buyers of every land.

"The business depression in England and the disposition of certain European countries to curtail their imports in order to bring about a less unfavorable balance of trade, are factors temporarily tending to cut down world commerce. But with the prosperity and progress in South America, the East India region, Canada, and various other parts of the world, total world trade held up fairly well in 1926, and our share in it—at least so far as concerns manufactured commodities—was more than maintained.

Export Value Less, Tonnage More

"In contrast with several years preceding, the money value of the total exports of the United States in 1926 declined slightly, being in the neighborhood of \$4,800,000,000 or about 2 per cent less than in 1925. Quantitatively, however, the exports increased somewhat and were larger than in any other year in our history, with the possible exception of 1919. There was a fall in average export prices, especially due to the sharp decline in cotton. Indeed, the lower price of cotton alone more than accounts for the reduction in total value of exports. Careful computations show that for the first nine months of 1926, eliminating the effect of price variations, exports were 4 per cent greater than during the corresponding period of 1925, and it is likely that the year as a whole will show a still greater increase.

"The showing of the United States in the export of manufactured goods has been much more favorable than that of the principal European countries. Combined figures for ten of these countries covering the first nine months of 1926, indicate a decrease of 8 per cent in exports from the corresponding period of 1925. This decline was chiefly due to smaller quantities rather than lower prices. Of the ten countries only Germany and Sweden showed larger exports than in 1925.

Tariff Commission Has Been Busy

*Seventy-Nine Investigations Have Been Started
And Over Five Hundred Applications
Have Been Received*

WASHINGTON, January 15.—Seventy-nine investigations have been instituted by the Tariff Commission under the provisions of the flexible tariff since the enactment of the 1922 tariff act, according to a summary of the activities of the commission presented to the subcommittee of the House appropriations committee.

Of the 79 cases 61 were under section 315, which provides for increasing or decreasing duties, five under section 316, which relates to unfair practices in the importation of foreign commodities, and thirteen under section 317, which deals with discriminations by foreign countries against the United States.

Altogether the commission has received 571 applications to conduct investigations, 540 of them coming under section 315, eighteen under section 316, and thirteen under section 317.

Of the 540 applications under section 315, 242 were for increases in duty, 277 for decreases and 21 for various adjustments of rates. The 277 applications for decreases included 120 duplicates on wild or game birds. The number of subjects covered in the various applications was 338.

Of the 540 applications under section 315, investigations were ordered in 61 applications, were withdrawn in seven cases, applications were suspended in 23, applications were referred to the Treasury Department in three, the applications were found to relate to the free list in four, applications numbering fifteen were denied and 221 applications are still pending.

Under section 316 besides ordering investigations in five cases, two applications were referred to the Treasury Department, five denied and five are still pending.

President Acts in Eighteen Cases

In eighteen cases action has been taken by President Coolidge. In eleven of these proclamations were issued increasing duties. Reductions in duties were made in three cases. In the others the President either decided to make no change or the case is still pending.

Cases in which duties were increased by the President as a result of recommendations by the Tariff Commission included those involving wheat, wheat flour, sodium nitrite, barium dioxide, veranol, oxalic acid, potassium chlorate, taxi meters, straw hats, butter, print rollers and methanol. Duties were decreased on wheat, mill feeds, live bob white quail and paint brush handles.

The President indicated that he would make no change in the duties on sugar nor on cotton warp knit fabric gloves and cotton warp knit fabric. He has taken no action in the case of gold leaf.

Investigations instituted by the commission under section 315 included acids, oils, extracts, dyes, glues, gelatine combinations and other chemical products under Schedule 1 of the tariff act; pottery and glassware, magnesite, granite and fluorspar under Schedule 2; pig iron, Swiss pattern files, print rollers, taxi meters, metallic magnesium and gold leaf under Schedule 3; paint brush handles, logs of fir, spruce, cedar and western hemlock and bent-wood chairs under

Schedule 4; wheat and wheat products, butter, milk and cream, peanuts, Swiss cheese, soya beans under Schedule 7; cotton hosiery, cotton warp knit fabric and gloves under Schedule 9; rag rugs under Schedule 10; Oriental rugs under Schedule 11; wall pockets under Schedule 13; men's sewed straw hats, briar wood pipes, smokers' articles of phenolic resin and other smokers' products under Schedule fourteen.

Cost of the Work

The House appropriations committee in reporting the annual independent offices appropriation bill included an appropriation of \$682,000 for the Tariff Commission for the fiscal year 1928, which was the amount recommended by the budget bureau. The appropriations for the commission for the current fiscal year of 1927 amounted to \$690,500 with \$8,500 additional for printing and binding. The budget bureau recommended a decrease in the duty of \$17,000 for the fiscal year 1928. The commission was allowed \$721,700 for the fiscal year 1926 and \$683,240 for the fiscal year 1925 and \$722,000 for the fiscal year 1924.

The Senatorial committee, headed by Senator Robinson of Arkansas, Democratic leader of the Senate, which conducted extensive hearings last spring in its investigation of the operation of the flexible tariff, has resumed hearings with a view to winding up its inquiry and submitting a report to the Senate before the adjournment of the present session.

Witnesses who have been heard this month include Commissioners Brossard and Lowell, both of whom have served under recess appointments and whose confirmations are still awaiting action by the Senate.

Senator Robinson announced that at the conclusion of the hearings the committee would undertake the preparation of a report and that it would consider whether the Tariff Commission has functioned in accordance with the intent of Congress, the reasons and responsibility for any failure of the commission to so function and will make a recommendation as to whether or not the flexible provisions of the tariff law should be repealed and whether other amendments to the present law are desirable.

Spain Tests Dental Preparations

A Spanish royal order of November 26, 1926, provides that dental preparations produced in Spain or imported from abroad must be submitted for analysis and inspection by the Department of Sanitation, and that each container must bear in an easily visible place the distinctive marking stamp which is assigned to it, according to its sales price and nationality. The fees for these marking stamps are fixed at 5 centimes for products priced for retail sale at from 1 to 5 pesetas; at 10 centimes for products priced at from 5 to 10 pesetas; and at 15 centimes for products priced at more than 10 pesetas. Pharmaceutical preparations, disinfectant products and milk substitutes are already subject to this requirement.

Wood Alcohol Continues as Denaturant

*Secretary Mellon Replies to Senate Inquiry Growing
Out of Holiday Poisonings—For Bill to Form
Customs and Prohibition Bureaus*

WASHINGTON, January 15.—Another flurry over the use of poisons in denatured alcohol has marked recent prohibition enforcement developments. The situation was aggravated by numerous deaths during the holiday season attributed to the use of poison alcohol for beverage purposes.

As a result of the agitation on the subject the Senate adopted a resolution by Senator Edwards of New Jersey calling upon Secretary of the Treasury Mellon to furnish information as to the use of poisons in denatured alcohol, and particularly any correspondence with officials of the Anti-Saloon League on the subject.

Secretary Mellon in his reply to the Senate sent copies of the laws on the subject and outlined the Treasury's position in the matter of placing poisonous denaturants in alcohol intended for industrial use.

"On the subject of denatured alcohol," said Mr. Mellon, "I might set forth the situation as it has been presented to the Treasury. In aid of industry, Congress in 1906 first provided for denatured alcohol rendered unfit for beverage use by a denaturant consisting of 'wood alcohol or other suitable ingredient.' By Section 10 of Title III of the National Prohibition Act it is required that the denaturing material shall be such 'as to render the alcohol or any compound in which it is authorized to be used unfit for use as an intoxicating beverage.' Under Section 13 of the same title, the Commissioner of Internal Revenue in the Treasury is required to issue regulations in respect to non-beverage alcohol so as to put

"Industries using such alcohol as a chemical raw material or for other lawful purpose upon the highest possible plane of scientific and commercial efficiency consistent with the interests of the Government, and which shall insure an ample supply of such alcohol and promote its use in scientific research and the development of fuels, dyes, and other lawful products."

Requirements of Denaturing Law

"It will be seen from these two provisions of the law that the Treasury is charged with the duty of (1) making industrial alcohol unfit for use as an intoxicating beverage, and (2) making such alcohol available to the freest extent to industry. These two duties require a denaturant having these characteristics: (1) that in its original mixture the denatured alcohol shall be unfit for beverage purposes; (2) that the denaturant shall be such that it cannot be easily removed from the mixture and the treated product made fit for beverage purposes; (3) that the denaturant shall not interfere with the use of alcohol for industrial purposes.

"The simplest denaturant meeting these requirements is wood alcohol as specified in the original law. The denaturing grade of wood alcohol has a definite and disagreeable taste and odor. It boils at a temperature only slightly lower than at which ethyl alcohol boils and therefore the denaturant is difficult to remove and the taste and smell continue in the treated product. Wood alcohol is so closely allied chemically with ethyl alcohol that it can be used as

a denaturant for alcohol for industrial purposes without interfering with chemical processes. It is for these reasons that wood alcohol continues to be the common denaturant for industrial alcohol, not only in the United States but throughout the world and for many years.

"Since denatured alcohol for industrial purposes was first authorized by Congress over twenty years ago, the Treasury has been continuously working towards an improvement in denaturing formulæ. With the passage of the Prohibition Act and the possibility of illegal diversion of industrial alcohol into beverage channels, this research work for less dangerous formulæ was increased, but the Treasury and scientific research in industry have not yet discovered an effective denaturant less harmful than wood alcohol which both meets the three requirements mentioned and is available for wide industrial use.

"The Treasury does not wish to use dangerous substances as denaturants but Congress has imposed upon the Treasury the duty of specifying an effective denaturant readily available to industry. An effective denaturant not harmful if used for beverage purposes has not yet been found, although research is continued. The Treasury feels, then, that it has not the discretion, under existing law, to abandon an effective denaturant in favor of one not harmful but ineffective."

Bills Introduced to Ban Poisons

Several bills were introduced in both the Senate and House prohibiting the use of poisons as denaturants and otherwise attempting to deal with the situation.

Secretary Mellon made it known that his instructions to prohibition officials are that they are to do everything possible to devise denaturants which will be obnoxious but not poisonous. In the meantime the use of wood alcohol in denatured alcohol will be continued.

Industries using denatured alcohol have sent protests to the Treasury against any change in policies in effect for twenty years. They take the position that it is an industrial rather than a prohibition problem and that radical changes in formulæ might have a serious effect upon legitimate industries.

Separating Customs From Prohibition

Prospects for the enactment of the Green-Smoot bill creating bureaus of prohibition and customs in the Treasury Department have improved as a result of the action of the Senate finance committee in eliminating its amendment of last spring providing for the appointment of a prohibition commissioner by the President instead of by the Secretary of the Treasury as in the bill passed by the House.

The amendment for the appointment of the prohibition commissioner by the President was sponsored by the Anti-Saloon League and has been strongly opposed by the trade associations whose members are interested in legitimate industries which come under the control of prohibition enforcement officials.

Legitimate industries affected by prohibition enforcement believe their chances for obtaining reasonable regulations are

better if the prohibition commissioner is appointed directly by the Secretary of the Treasury and subject to his supervision, as well as the supervision of the Assistant Secretary of the Treasury, than if the appointment were made direct by the President.

Appointment of a commissioner by the President, it is believed, might tend to make possible the naming of an official upon the recommendation of the Anti-Saloon League and who would consider himself subject only to the President and not to the Secretary of the Treasury even though the law placed him in the Treasury Department.

With the amendment eliminated the trade interests have no objection to the bill, and unless the objectionable provision is restored on the floor of the Senate through the influence of the Anti-Saloon League there is every likelihood that the bill will become law at this session.

The Senate finance committee is again considering the bill included new amendments to meet the objections advanced both by manufacturers and importers interested primarily in the work of the customs bureau who feared that under the provisions of the bill it might be possible to transfer employees of the customs and prohibition bureaus back and forth to the detriment of the work of the customs service.

The new amendments provide that the personnel of the Bureau of Prohibition shall perform such duties in the administration of the national prohibition act and laws relating to narcotic drugs as the Secretary of the Treasury or the prohibition commissioner may prescribe and that the personnel of the Bureau of Customs shall perform such duties in the administration of customs laws as the Secretary of the Treasury or the Commissioner of Customs may prescribe.

Financing Two Government Distilleries

The Green bill creating a medicinal whiskey corporation provides that its name shall be "The Medicinal Spirits Corporation." Nine individuals are to be appointed by the Secretary of the Treasury as incorporators and as original directors.

The corporation would have power to issue not more than 800,000 shares of preferred stock and not more than 800,000 shares of common stock. Such stock may be issued in payment of the purchase price of medicinal spirits, or the corporation may sell its preferred stock for cash. The corporation is to issue preferred stock up to the aggregate par value of \$40,000,000 at the start, and authority is given to issue and sell from time to time gold notes bearing interest at five per cent at a maximum of \$35,000,000. The bill authorizes the appropriation from the Treasury of \$35,000,000 for the purchase of gold notes. The Secretary of the Treasury is authorized in his discretion to sell these notes. Provision is made for a sinking fund with a view to the retirement of the notes and preferred stock.

The corporation is authorized to purchase medicinal spirits now in bonded warehouses. A committee of three, designated by the Secretary of the Treasury, is to determine the prices to be paid for such spirits.

The corporation is authorized to acquire and maintain not more than six concentration internal revenue bonded warehouses. It also is authorized to purchase, lease, or construct and to operate and maintain not more than two distilleries and to maintain a tax-paid warehouse in connection with each.

Considerable opposition developed to the medicinal liquor corporation bill. The wholesale druggists in a brief pre-

pared by W. L. Crounse urged its amendment to make it certain that wholesalers will not be eliminated in the distribution of medicinal liquor. A literal reading of the bill, it was declared, made it necessary to sell the liquor direct to retailers and Assistant Secretary of the Treasury Andrews asserted that such was the intention. The wholesale druggists declared that this would mean an enormous increase in distribution costs inasmuch as the corporation would ship the liquor by the case by express for long distances whereas wholesalers are now able to make shipments in large quantities to distributing centers under more economical conditions.

The retail druggists in a brief by E. C. Brokmeyer declared flat opposition to the bill, insisting that it would greatly increase costs to them.

Sales of Denatured Alcohol Restricted

A survey of completed denatured alcohol has been ordered by prohibition officials in the following order:

"All persons owning, storing or possessing 20 barrels or drums (1,000 wine gallons) or more of completely denatured alcohol Formulae 2, 3, 4, 6 and 7, or any completely denatured alcohol Formula 5 compounded prior to January 1, 1927, must report within ten (10) days from date hereof to the Prohibition Administrator of the District the quantity in gallons and number of packages of each formula so owned, stored or possessed at the time such report is made.

"The Administrator will at once acknowledge receipt of these notices and no further sales of the stock thus owned, stored or possessed, in quantities exceeding one barrel or drum, may be made after the date of receipt of the Administrator's acknowledgment by the owner, storer or possessor except as authorized by the temporary permit issued by the Administrator."

LEVER DEFAMER GUILTY

(Special Correspondence)

LONDON, January 7.—William M. Kneale has been found guilty in the Central Criminal Court here upon the indictment charging him with publishing defamatory libel concerning Francis D'Arcy Cooper, the chairman and director of Lever Bros. Ltd. He has been sentenced to nine months imprisonment. The case will probably be appealed.

The libel arose out of the fact that Kneale desired to secure a position with Lever Bros. Ltd. Correspondence upon which the case was based was started in April, 1925. In June, 1926, Kneale became a stockholder in Lever Bros. Ltd. and it was after that time that the libelous statements were written.

The defendant's plea was that words used were not defamatory; that they were not a libel upon Lever Bros. but upon the Niger Co.; and that he, as a stockholder, was privileged in the matter.

Some time ago Kneale conceived the idea that he was well fitted to manage Lever Bros. and replace those under whose guidance the business was conducted. His conviction was generally expected before the trial started.

Bourbon Vetivert Exports

The island of Reunion is increasing the production and exportation of vetivert oil according to a recent consular report. For the year 1925, the total exports of the oil amounted to 20,344 pounds, valued at \$156,335, a considerable gain over 1924 when 13,337 pounds, valued at \$98,535, were shipped abroad.

Futility of So-Called Advertising "Tests"

As A Rule They Prove Nothing

And Are Misleading

by Leroy Fairman

New York Advertising and Merchandising Expert

The time has long since passed when advertising, abstractly speaking, should be asked to prove its validity as a means of selling goods. It has proved its value and its efficiency too many times. Given a product which meets a real public need, it is idle to dispute that some kind of advertising will sell it.

Advertising is simply a means of multiplication. If certain facts regarding an article will sell it to one person, advertising merely submits those facts simultaneously, to thousands or millions of other people. And that is all there is to it.

Notwithstanding this obvious fact, advertising is constantly being called upon to meet certain "tests"—some of which are reasonable and some most unreasonable.

For example, many manufacturers use advertising to test the saleability of a product. Being in doubt as to whether a new product will meet public approval and thus justify its existence and the time, labor and money necessary to make and market it, an advertising campaign is used to "try it out."

Of course, a product can be tried out through advertising, but such procedure is unscientific and expensive. The purpose of advertising is to sell goods which do meet a public need; not to determine whether such a need exists, and whether the product is of the right nature and quality to meet it adequately.

Reasons for Tests

It costs altogether too much to make tests of this kind through advertising. The saleability of goods should be proved through actual consumer tests, of the character previously discussed in these articles, before a dollar is spent in advertising. The use of newspaper or other advertising space will prove, or seem to prove, whether or not people will buy a product; direct contact, personal or through questionnaires, will prove *why* they will or won't buy it—a far more important and valuable thing to know.

Having assured himself that his product is one which is saleable, and can be sold profitably, the manufacturer often makes advertising tests to show whether his copy is of the right type, whether he should use large space or small, and whether he should use frequent insertions or infrequent insertions. So he gets up a series of advertisements which he, or his advertising agent, thinks is the right kind, shoots it into the newspapers, and sits back to see what happens. And he expects something conclusive to happen in a month or so.

These proceedings are generally characterized by extreme haste. The average manufacturer waits until all his other arrangements are perfected before he gives the word to go on with the preparation of his advertising. About two weeks before his salesmen are ready to go out into the territory selected for the test, he gets him an advertising agent and tells that harassed individual to get busy, step

on the gas, show a little speed, and make it snappy. And the more action he gets out of an advertising agency in the shortest time, the more complacently he pats himself on the back as a guy who gets things done!

Advertising plans and copy thrown together in such haste are sure to be only half-baked—which is one of the many reasons why so many "tests" fail.

The plans for advertising a product should be born with the product itself, and go forward with it, hand in hand, through every phase of its development and perfection. When the product is tested upon the consuming public, those who are to advertise it should conduct the tests. When the time comes to send out salesmen with the new goods, the advertising should be ready to go along at the same time. Then all the elements pertaining to the sale of the goods will harmonize and co-ordinate, and all that is known of the goods will be interpreted in the advertising which is to present them to the public.

Advertising so prepared stands more than an even chance of being pretty near right. It will reflect the real character and value of the goods; it will be based upon an appeal to which the public will respond; the space used will be adequate to the job but not wasteful.

Tests Prove Nothing

Even when most carefully and intelligently planned, advertising is asked to meet tests of various sorts, and the advertiser expects to shape his future course along the lines which those tests indicate. Which would be all very well if the tests proved anything; but in most cases, sad to say, they prove nothing at all.

One of the things which a test is most often expected to show is whether the goods will repeat or not. Their nature, we will say, is such that the first package bought will be consumed in three weeks, and, as the test campaign is to run two months, the advertiser figures that this gives plenty of time to show whether the consumer who bought the first package comes back and buys another.

A druggist stocks, for example, a dozen packages. In three weeks he orders another dozen. This shows that he has sold the first dozen to 12 different consumers. In two weeks he orders another dozen. This proves, says the manufacturer that the goods are repeating. It proves nothing of the kind.

The fact that the sale of the product seems to be increasing may just as well mean that the cumulative strength of the advertising is making itself felt; or that the advertisements running at the time are stronger in their appeal than those which ran during the first three weeks of the campaign. And if you ask the druggist whether the goods are repeating, he will answer yes or no according to his disposition or the state of his digestion. More than likely he doesn't know.

Now let us suppose that a druggist sells his first dozen in

three weeks, orders another dozen, and two weeks later, being checked up by a salesman or through correspondence, reports that the sales have slowed up or stopped altogether. In this case the advertiser will say that it is perfectly plain that the goods are not repeating. Perhaps; but not necessarily.

In this case, it may be that the falling off in sales is due to the fact that the advertising is not so strong, or is less in volume, than the advertisements used in the first weeks of the campaign; and that, for some reason, a longer period must elapse before the cumulative effect of the campaign can make itself felt.

As to repeat sales, the fact that they are not yet showing up may be due to a number of reasons.

The manufacturer may have been too optimistic as to the length of time it would take for the average person to consume a package.

Why Tests Are Unsatisfactory

The first packages may have been bought by the vacillating, try-everything-once class of people, who buy by impulse, respond immediately to advertising, and are never really sold on anything. This often happens in the introduction of new goods.

The first packages may have been bought by people who respond easily to advertising, but who do not change their buying habits easily. They may like the new goods very well; but when they buy again they fall back naturally into their old buying habit, and ask the dealer for the brand they previously used. This class is very large. Those who belong to it have to be reminded, again and again, that they did like the new goods, and did mean to buy them again, until they *do* buy them again, and gradually build up a new buying habit. And the advertiser should remember that the people who are hard to shift make the best customers, and are likely to stand by permanently when they are won.

Again, it may be possible that the advertising was too "strong"; that it promised too much; that people who were persuaded to make the first purchases were disappointed and therefore did not repeat. In such cases it will be noted that failure to repeat is not chargeable against the goods, nor against advertising, but rather against the wrong kind of advertising.

On the other hand, it may be the failure of the goods to repeat is due to some purely local reason. Possibly the price is more than the price the people of that section are used to paying for similar goods. Possibly the package is smaller than they expect to get. Possibly the quality is so dissimilar that they don't get used to it readily. Possibly the goods are going into the hands of the wrong class of people—which would tend to show that the advertising slant, or pitch, was wrong.

Whatever may be the situation; whether the goods are actually or only apparently failing to repeat, the advertiser is likely to jump at altogether fallacious conclusions. If he is uncertain about the goods, but is very sure the advertising is all right because he dictated its policy, he will be ready to swear that the goods are not repeaters, and call off all sales and advertising activities. If he feels sure the goods are all right, but is suspicious of the advertising because he followed the advice of his agency instead of having his own way about it, he will swear the advertising is at fault, and insist on radical changes which will more than likely spoil it utterly. And when the new style of advertising shows poorer results instead of better, he will quit altogether, and ever after proclaim that advertising is no good.

From which it will appear that his test has proved nothing, and that whatever he does as a result of the test, will be pretty sure to be wrong.

Care in Consumer Tests

As I said before, thorough consumer tests, made in advance of the actual marketing of a product, will show its saleability conclusively enough. And as a general rule, an article which is saleable—which meets a public need satisfactorily—will repeat. There are exceptions. Consumer tests do not necessarily show that a price is right. A product which is thoroughly satisfactory may be too high priced; the consumer who gets free goods for trial purposes may not know the price, or fail to take it into consideration. A product may work all right on first trial, but continued use may show that its after effects are undesirable. Its keeping qualities, again, may not be what they should be, which will work against it as a repeater. These suggestions go to show how careful the manufacturer should be in his consumer tests. They should cover a considerable period of time, and the consumers on whom the test is made should be placed in possession of all factors which may influence the repeat sales of the goods.

One of the principal reasons for the fallacy of advertising tests is the time element. Unless the goods are an absolute novelty, advertising is likely to do its work slowly. Nothing can be proved in a couple of months. It is more apt to take a year to get any results which can be depended upon. There are a dozen things which may affect results, and it takes time to find out what those things are, and whether or not they can be overcome.

Competition, for one thing, may be pulling and hauling against you with all its might. There are many enterprising manufacturers who watch like hawks for new products, and do their best to kill them before they get dangerous. The work of such concerns is often done in the dark. The retailers are approached secretly with free goods and other seductive offers, and bribed into substitution and other methods which will give the new product a black eye and help to discourage the man who is putting his money into it.

Proper Methods Remove Necessity

Shall it be said, then, that all advertising tests are futile—a waste of time and money, and misleading to boot? As usually conducted, they certainly are. And the instances in which they can be expected to prove anything, and do prove anything, are few.

If the advertising of a product is in the hands of men of sufficient experience and ability to know where they are going and the right route to take; and if these men are permitted to work out and execute an advertising plan without interference, it will be both the wise and the safe thing to do to plan a campaign for at least a year, and go ahead with it.

If mistakes are made, they will not be fundamental, and can easily be rectified. If experience shows that other appeals can profitably be introduced, or that a copy slant is slightly twisted, such details can be changed or remedied with little delay and small expense. No special damage will have been done.

Gertrude Ederle would hardly have swum the Channel if she had gone out for a few miles and then turned back to take a fresh start, or change her goggles. She knew where she was going, what she had to contend with, and was confident of her ability to get there. If you are not similarly convinced, similarly confident and determined—don't start!

Perfume and Soap in Courts and Customs

CARON-JONCAIRE CASE ENDED

A permanent injunction was granted December 20, 1926 by Judge Lowell of the United States District Court for the District of Massachusetts in the case of Caron Corp. vs. A. Joncaire. The facts in this case and the bottles involved were illustrated in our issue of November, 1925, page 515.

The decree of the court follows: This cause came on to be further heard at this time and upon the annexed consent entered into between the attorneys for the respective parties it is ordered, adjudged and decreed that a permanent injunction issue herein under the seal of this court and directed to the defendant, its officers, agents, servants and employees and all persons acting through and under it or in privity with it enjoining and restraining them and each of them from making or causing to be made or selling or causing to be sold or causing to be offered for sale or advertising in any way for sale any perfumes or toilet perfumes labeled with the words "Narcisse Noir"; and from using containers, boxes, cartons or bottles bearing the words "France" or "Paris" or other words suggesting that the liquid contents originated in France (if said contents were not in fact bottled in France and imported for sale in the original packages) unless said containers, boxes, cartons or bottles are so marked or labeled as to clearly make it known that the said containers, boxes, cartons or bottles—not the perfume contents—are made in France; and from using in the sale of perfumes or toilet preparations any bottles with black stoppers identified and described in the Bill of Complaint and affidavits as being used by the defendant, or any other bottles with black stoppers or black ornamentation upon or about the neck of said bottles in any way similar to plaintiff's "Le Narcisse Noir" bottles identified and described in the said Bill; and from otherwise suggesting or conveying in any way the idea of "Black Narcissus" conveyed by the plaintiff's trade mark "Le Narcisse Noir" for perfumes. Except as above provided, the defendant may use the words "Narcisse" or "Narcisse D'Orlay" as trade names for its products and the bottles now in use for its products;

Provided, that if the Caron Corporation, the plaintiff herein, shall obtain a final judgment or decree in any Federal Court rendered in a contested case which shall enjoin and/or restrain any person, firm, corporation or association from using the words "Narcisse" and/or "Narcissus" in the sale of perfumes or toilet preparation the plaintiff shall be entitled upon application to this Court after written notice to the defendant herein to obtain the incorporation of the injunction and restraining provisions contained in such judgment or decree into an amended decree to be entered herein and the entry of such amended decree shall be binding on the defendant herein, the defendant, however, having full right to be heard on such application if there are conflicting decisions in said Federal Courts.

Beautician Freed on Beauty "Doctor" Charge

Miss Edith Hanson was acquitted of a charge of practicing medicine without a license by Magistrate Glatzmayer in West Side Court, New York City, December 30. Mrs. Cora McNutt had complained that she had gone to Miss Hanson's beauty parlor for treatments for a blemish on her nose and as a result had been obliged to go to a physician.

PLOUGH WINS USE OF NAME

Plough Chemical Co., Memphis, Tenn., according to a decision of Judge Wilkerson of the United States District Court for the Northern District of Illinois, has been awarded exclusive use of the name "Mme. Ise-Bell's". The Plough Chemical Co. acquired by sale in bankruptcy proceedings, all the assets of the Mme. Ise-Bell's Toilet Manufacturing Co. including good will, copyrights, trade names, formulas, etc., and the court has perpetually enjoined Arthur W. Gentry and associates from using the name "Mme. Ise-Bell's" or a trade name or trademark likely to be confused with it.

The decree of the court also stipulates that the defendants account for all income or profits they have derived from the sale of any goods under the name of "Mme. Ise-Bell's".

PERU TO EXAMINE TOILET PREPARATIONS

Peru has established a commission for the examination of all toilet preparations according to a recent announcement by the Department of Commerce. The full text of the announcement follows:

"American hygienic toilet preparations imported into Peru after February 27, 1927 will have to be examined by a commission, according to advices received from the Commercial Attache at Lima. A fee of 15 Peruvian soles is charged as analysis fee for foreign products.

"Toilet preparations will be required to bear labels indicating in detail their chemical composition according to the metric decimal system and also the date of their authorization by the Direccion de Salubridad Publica of Peru."

NO BRITISH SOAP INQUIRY

(Special Correspondence)

LONDON, January 10.—Sir Philip Cunliffe-Lister, president of the Board of Trade, replying in the House of Commons to Mr. Hayes, a Labor member, said he understood that the price of yellow household soap was on an average 70 per cent greater than in July, 1914. The price of raw materials had risen to a certain extent, but he said there were other factors which entered into the cost of production. He did not think that any special action on the part of the Government was called for.

Mr. Hayes: "Will the right hon. gentleman appoint a tribunal to inquire into this particular form of profiteering?"

Sir P. Cunliffe-Lister: "No; I do not think that is necessary. There has been a fall in the price since December, 1920, of from 11d. to 6d. (22 cents to 12 cents) per pound bar. I am not saying whether the fall is sufficient or not, but I am sure that to have a large number of inquiries instituted as to trade at a difficult time is not really the best way to deal with the matter."

Fancy Soap Duty Reduced on Protest

No. 1427.—Protest 171713-G of A. Steinhardt & Bro. (New York). Fancy soap classified at 60 per cent ad valorem under paragraph 1419, tariff act of 1922, is claimed dutiable at 30 per cent under paragraph 82.

Opinion by McClelland, J. In accordance with stipulation of counsel and on the authority of *Shallus v. United States* (13 Ct. Cust. Appls. 87; T. D. 40937), the soap in question was held dutiable under paragraph 82 as claimed.

HOLIDAY CARDS, CALENDARS AND SOUVENIRS

With ocean steamships and domestic mails bringing in literal floods of holiday greetings in various forms it is not possible at this moment to give more than an idea of the continued and increasing utilization of the holiday period for the exchange of good will wishes, personal and otherwise, which are features of our industries perhaps more than other lines of trade. The personal element of acquaintance often has no other method of expression without mixing business and pleasure in ways which lack the sincerity of honest service and appreciation that are dominant in most members of our industries. The growth and concentration of large corporations, with their impersonal organizations, which obviously prevent the human touch in commercial life, have not yet broken down the tradition in our trades that friendship and business together are not only possible but should be mutually cultivated.

As this is written it is not possible to acknowledge anywhere near all of the greetings we have received, but a few of the early ones will show the trend.

From France in the first ocean mails come greetings from Xavier Goby, president, and Jean Goby-Tombarel, of Tombarel Frères, Grasse; François Amic, of Roure-Bertrand Fils; from Bruno Court, Grasse; François Chauvet, Cannes; Etienne Descollonges, of Descollonges Frères, Lyons.

From Bulgaria come Christmas greetings from Theodore K. Shipkoff and from Botu Pappazoglou et Cie.

V. J. Gaspard and M. Naef & Co., Geneva, send their good wishes from Switzerland.

L. Givaudan et Cie, of Geneva, joins in holiday wishes with its American branch, Givaudan-Delawanna, Inc.

Italy also is in evidence: From Francesco Marangolo & Figli, Messina, come happy greetings. Likewise from Dott. G. Bosurgi.

There has been a raft of wall calendars, both large and small. Of the larger sizes L. A. Van Dyk for fifth year won display again in the editorial sanctum. Mr. Van Dyk's calendar leaves nothing to be desired.

Of other large wall calendars Florasynth Laboratories, Inc., has issued a particularly good one, with large figures and a continuing useful chart of its products.

One of the largest and best in this class came from the Read Machinery Co., Inc., of York, Pa.

Next in line is the big figure wall calendar issued by Neumann-Buslee & Wolfe, Inc., of Chicago, which has been in active demand in the Middle-West region.

The Broun-Green Co., 48 John street, New York, send a wall calendar in between the large and small ones that is ornamenting one of our office wall spaces.

Two large sized calendars deserve especial mention, for the dates are subordinated to the artistic end. One is from P. R. Dreyer, importer and specialist in aromatics, and the other carries the picture of a wholesome Irish lassie and short form monthly data information supplied by the Rossville Co.

Of the smaller calendars A. L. van Ameringen, of New York, won the prize, as his was the first to arrive. It was an attractive Christmas greeting illustrated with an etching of the historic Wayside Inn, at Sudbury, Mass.

E. M. Laning Co. also sent out an attractive little wall calendar reproducing a beautiful sunset scene.

Morana Incorporated forwards its Christmas and New Year greetings in an attractive and substantial desk calendar

NATIONAL SURVEY INDICATES A PROSPEROUS YEAR FOR MANUFACTURERS

(Continued from Page 594)

perfume based on various balms of muscat and amber; and "Le Matin au Bois" (The Morning in the Woods)—a very original composition including rare flowers, the aroma of lilac and violet, giving a fragrance of heather and grass.

Another very popular number is our well known "Aeolian." As for 1927, we are confident that our sales will more than double the sales of the year 1926. For these wonderful results we want to extend our heartiest thanks to the Perfume Buyers of the United States and wish them a Happy and Prosperous New Year.

Expects Material Increase

John J. Quinn, vice-president, Pinaud, Inc., New York City.—We believe that the sales of Pinaud products in 1927 will show a material increase over the year 1926, and that the proportion will be greater than was the increase in the year 1926 over that of 1925.

Our belief is based on the first six months results of sale activities under the policy of augmenting our usual sales outlets by direct sales contact. In line with our belief, we have just completed a new home which will permit the tripling of our manufacturing activities.

After much first hand study, Mr. Klotz, representing the house of Pinaud, has definitely determined to adopt the most modern manufacturing and selling methods that obtain, in order that their products be kept before the American Public in a way befitting their quality and reputation.

Expects Continued Growth

Paul Delaize, treasurer, d'Orsay Perfumeries Corporation, New York.—Of course, our business is rapidly growing and we have all reasons to believe that 1927 will be a record year for Parfums d'Orsay in the United States of America, just the same as 1926 has been.

From our observations, it appears that the American public is growing to be more inclined to buy imported perfumes and, in particular, French perfumes.

We are, therefore, very confident that 1927 will see our imports about doubling those of 1926.

The above represents our views as far as our own business is concerned, in spite of the fact that we do not feel that, in general, business in 1927 will be as good as in 1926.

mounted in brass and bearing the Morana name. A separate leaf in the calendar is devoted to each day in the year and at the bottom of every leaf is a brief description of the company's many products.

Fritzsche Brothers, Inc., have followed their usual Happy New Year policy of supplying their friends with a handsome desk calendar and diary bearing a brass plate with the name of the firm. A separate leaf is provided for each day in the year and the calendar is substantially mounted for desk service.

One of the novel greetings is a horseshoe from the Blackistons, who send it as an emblem of good luck to all of their friends with a wish that it may "bring to you the brightest cheer all through the coming year."

Space does not permit mentioning all of the very acceptable greetings received, but a few of them must be noted: Northam Warren; A. Griffon; G. H. Neidlinger, of the Peerless Tube Co.; the Whiting-Paterson Co., Inc.; Jerome F. Reilly and Elmer S. Moore.

Activities of Associations and Societies

A. M. T. A. TO MEET IN ATLANTIC CITY

The thirty-third annual convention of the American Manufacturers of Toilet Articles, in succession to the Manufacturing Perfumers' Association of the United States will be held at the Ambassador Hotel, Atlantic City, on Monday, Tuesday and Wednesday, May 9, 10 and 11, 1927. A tentative draft of the program already has been prepared, subject to approval later on, which provides for holding business sessions each morning and devoting the afternoons and evenings to golf and other entertainment and social features. The convention committee will have another meeting at an early date which will be attended by a representative of the Ambassador Hotel and by the secretary of the Atlantic City Convention Bureau. All will unite in endeavoring to make a great success of the 1927 convention, the first to depart in many years from the time honored custom of meeting in New York City.

The committees in charge are as follows:

Convention Committee: Louis Spencer Levy, chairman, A. E. Bomeisler, S. H. Clark, S. H. Corkran, H. S. Fisher, W. H. Green, E. J. Hagerthey, F. S. Hyatt, Herbert Schiel, P. Schulze-Berge, Jr., A. H. Selling, Donald M. Smith, C. A. Swan, L. J. Zollinger.

Sub-committees have been named as follows:

Executive: F. S. Hyatt, W. H. Green, D. M. Smith, S. H. Clark, L. S. Levy.

Golf: W. H. Green, S. H. Corkran, A. E. Bomeisler.

Banquet and Theater: S. H. Clark, E. J. Hagerthey and P. Schulze-Berge, Jr.

Transportation: Donald M. Smith, C. A. Swan, H. S. Fisher and Herbert Schiel.

Ladies' Committee: Mrs. S. H. Clark, Mrs. S. H. Corkran, Mrs. W. H. Green, Mrs. E. J. Hagerthey, Mrs. F. S. Hyatt, Mrs. L. S. Levy, Mrs. J. B. Magnus, Mrs. Herbert Schiel, Mrs. P. Schulze-Berge, Jr., Mrs. Wm. R. Morpeth, Mrs. D. M. Smith.

Ladies' Sub-committee on Golf: Mrs. D. M. Smith, Mrs. J. B. Magnus and Mrs. Wm. R. Morpeth.

ESSENTIAL OIL MEN MEET

A meeting of the essential oil trade in New York was held at the Drug and Chemical Club on December 28. More than 40 acceptances were received in response to the call for the meeting which was issued by E. V. Killeen of George Lueders & Co., but on account of the extremely unfavorable weather, slightly less than this number attended. The gathering, however, was the largest of the series of meetings held recently by the trade.

After luncheon there was an informal discussion of the problems of the business during which numerous matters of considerable interest were taken up. No definite action of any sort resulted from the meeting. It was merely an informal get-together and discussion of topics of interest.

For the A. Ph. A. Headquarters Building

The Philadelphia Branch of the American Pharmaceutical Association at its January meeting unanimously passed a resolution giving its entire support to Washington, as the proper and logical site for the headquarters building.

S. B. PENICK HEADS DRUG SECTION

The annual meeting of the Drug and Chemical Section of the New York Board of Trade and Transportation was held at the Drug and Chemical Club, New York City, on January 4. About 40 members of the section attended the luncheon and business session which followed.

The report of the Executive Committee which outlined the work of the section during 1926 was probably the outstanding feature of the program.

Among the important matters considered by this committee during the year was that of the delay of special delivery letters and the general improvement of Post Office facilities. The matter of the handling of parcel post packages was given considerable attention in connection with the post office authorities. The committee called special attention to the ruling of the Post Office Department forbidding the marking of value of contents upon any insured parcel post package. It also pointed out that several of the large insurance companies were issuing domestic and foreign parcel post insurance at rates cheaper than the government rates and with more satisfactory results.

Investigation of delays in the mail was carried on by the committee during the year and steps were taken to insure more promptness in the service. The subject of delays of goods in customs was also given considerable study and it was found that the officials of the Customs Service were doing everything in their power to expedite shipments.

Delays of goods in the Bureau of Chemistry were studied and the committee secured an arrangement with the Bureau of Chemistry whereby importers may notify the bureau in advance of the date and character of their expected imports. This will save much time in the inspection and passing of these goods by the bureau.

The Legislative Committee reported on the numerous problems facing the drug trade in both the national and state legislatures. This report, while of some little interest, contained no special features of importance to our trades.

J. Edward Young, of Thurston & Braidich, recommended in the report of the Arbitration Committee that the section appoint a committee to consider co-operation with the American Arbitration Association.

The report on drugs and chemicals was presented by Harry Stebbins, of Powers-Weightman-Rosengarten Co.

In the absence of F. E. Watermeyer of Fritzsche Brothers, chairman of the Committee on Essential Oils, its report was presented by A. D. Armstrong, secretary of Fritzsche Brothers. The committee showed many sharp declines in prices of essential oils during the year.

The following are the new officers for the year 1927: Chairman, S. B. Penick, of S. B. Penick & Co.; vice-chairman, P. McK. Garrison, of Merck & Co.; treasurer, William A. Hamann, of Roessler & Hasslacher Chemical Co.; secretary, William F. McConnell; representative of Drug & Chemical Section as Director in the New York Board of Trade and Transportation, Charles L. Huisking, of Charles L. Huisking, Inc.; Executive Committee: Carroll Dunham Smith, of Carroll Dunham Smith Pharmacal Co.; A. Bakst, of Bakst Brothers; Percy C. Magnus, of Magnus, Mabey & Reynard; S. W. Fraser, of Burroughs Wellcome

& Co.; A. B. Shattuck of Abbott Laboratories; Samuel P. Rigney, of Roessler & Hasslacher Chemical Co.

Carroll Dunham Smith offered a resolution providing that the retiring chairman of the section shall become a member of the Executive Committee with full power, to serve for one year and thereafter until the annual meeting when a new chairman is elected. This proposition, which is intended to give the section the benefit of the experience of the outgoing chairman, was unanimously carried.

SCIENTISTS MEET AT PHILADELPHIA

Leading scientists of the country were in attendance at the annual meeting of the American Association for the Advancement of Science which took place at Philadelphia, December 27 to January 1. It was the fifth meeting which the organization has held in Philadelphia during its history.

The initial meeting at the Drexel Institute was opened by Dr. C. E. McClung, professor of Zoology in the University of Pennsylvania, and there was an address of welcome by Dr. Josiah H. Penniman, provost of the University of Pennsylvania. Dr. L. H. Bailey then presided. The retiring president's address was delivered by Dr. M. I. Pupin, professor of electro-mechanics in Columbia University, who spoke on "Fifty Years' Progress in Electrical Communication."

There were joint sessions of the association with the American Mathematical Society, and with the Committee of One Hundred on Research. Speakers at the latter meeting on various phases of research included Dr. John C. Merriam, president of the Carnegie Institution of Washington; Dr. Florence R. Sabin, of the Rockefeller Institute for Medical Research; Professor Walter W. Cook of Yale University; Dr. Maynard M. Metcalf, of Johns Hopkins University, and Professor H. B. Goodrich of Connecticut-Wesleyan University.

At a joint session of the society with the Society of Sigma Xi the principal speaker was Secretary of Commerce Herbert Hoover, who spoke on the "Nation and Science."

Two general sessions included a program and conference on hydrobiology and an illustrated non-technical lecture by Dr. Heber D. Curtis director of the Allegheny Observatory, Pittsburgh, on the "Unity of the Universe."

A program on relation of science to education was presented under the auspices of the American Association's Committee on the Role of Science in Education, of which Dr. Otis W. Caldwell is chairman. Speakers included Dr. Edward A. Wildman, director of the Division of Science of the High Schools of Philadelphia; Dr. Otis W. Caldwell, director of the Lincoln Experimental School, of Columbia University; Dr. L. H. Bailey; Dr. Wilber A. Cochel, editor of the Kansas City *Weekly Star*, and Dr. Henry C. Sherman, chairman of the Department of Chemistry of Columbia University.

CANNERS TO CONVENE

The annual convention of the National Canners' Association will be opened at Young's Million Dollar Pier, Atlantic City, on January 24 and continue to January 28. Several associations closely allied to the Cannery Association will hold meetings at the same time and place.

An elaborate program has been planned for these meetings and the usual excellent display of machinery, supplies and the like has been arranged. A complete report of this convention will appear in our February issue.

BEAUTY SPECIALISTS DIFFER ON BOBS

The annual Beauty Shop Owners' Convention and Exhibition, held at the Waldorf-Astoria Hotel, New York, January 4 to 6, attracted good sized crowds.

Chief interest was taken in the disagreement of the members regarding bobbed hair. Mrs. Ruth J. Maurer, head of the National School of Cosmeticians, led the anti-bobs. "Bobbed hair is passé," she told the convention. "The well-groomed woman is beginning to realize that a shorn head is not conducive to beauty. The 1927 beauty will have long hair, parted demurely in the centre and brought down over the ears in wide, soft waves. She will cosmetize herself skilfully and sparingly in make-up suitable to her type. Her finger nails must not be tinted a violent red, but the faintest shell pink. Her ears must be covered. Her eyebrows should be carefully arched in a natural looking line rather than tweezed to the shadow of a hair."

"Short hair came in as a fad, became a fashion and is now a symbol of the trend of the times," said George Young of New York. "Women will never let their hair grow again. Short hair is convenient and sanitary and women like it."

"Short hair is becoming increasingly popular in the Middle West," said Mrs. M. B. McGavran of Kansas City. "Of course, the schoolgirl at the moment is showing an interest in long hair, but that is looked upon as a passing fancy. More older women are joining the ranks of the bobbed headed all the time."

"The present generation will never have long hair," said I. Leon of New York. "Those who have not yet bobbed their hair will do so. For evening wear the longer bob is more effective than the boyish cut."

Mrs. Maurer announced that there are 4,000,000 women in the United States who never use cosmetics.

"Powder puffs, rouge pots and lip-sticks remain a mystery to a tenth of America's female population," Mrs. Maurer said: "These women are the type who still cling to corsets, frown on short skirts and believe in witches. They include the old maids who are resigned to shiny-faced old-age."

It was agreed that the beauticians should immediately get to work and try to bring in all these potential customers. The hairdressers, who were involved in the discussion of a new bob joined with the face specialists in agreeing with Mrs. Maurer that women who refused to use cosmetics were denying themselves the opportunity "of added attractiveness which gives them self-confidence and power."

TEEPLE GETS PERKIN MEDAL

The Perkin Medal for outstanding work in chemistry was presented to Dr. John E. Teeple at a joint meeting of the American section, Society of Chemical Industry, American section Société de Chimie Industrielle, New York section of the American Chemical Society and New York section of the American Electrochemical Society at Rumford Hall, New York on January 14.

Addresses were made by L. V. Redman, chairman of the American section of the Society of Chemical Industry, who opened the meeting; L. M. Dennis, who told of the early days of the medalist, and Charles H. Herty, who spoke of Dr. Teeple's accomplishments in the field. Dr. William H. Nichols presented the medal which was received with an appropriate address by Dr. Teeple.

Prior to the meeting an informal dinner was held at the Chemists' Club to which, through special arrangements with the club, the ladies were invited.



OFFICIAL REPORT OF FLAVORING EXTRACT MANUFACTURERS' ASSOCIATION

Following the publication of our December report D. T. Gunning, president; Thomas J. Hickey, general counsel and executive secretary; Richard H. Boyd, first vice-president and chairman of the legislative committee, as well as the other officers and committeemen, have proceeded with their accustomed vigor in taking care of the work of the Flavoring Extract Manufacturers' Association of the United States.

The Executive Board meets at 10 A. M. Friday, January 21, at the Hotel Astor, New York City.

Circular No. 235, issued during the month, gives the results of the 1925 census of manufactures in relation to flavoring extracts, flavoring sirups and bitters. The value of products was given as \$94,842,000, an increase of \$20,689,000 over the 1923 figure.

Circular No. 236 warns the members against sporadic, independent dabbling in legislative matters, as some ventures in that direction have caused a great deal of confusion. Members are advised to act only through or in close concert with the association's Legislative Committee, so that a united front can be shown in favoring or opposing legislation of moment to the industry.

We are indebted to E. H. Rucker, of the C. F. Sauer Co., for a copy of a cordial invitation sent to President Gunning by C. F. Sauer, Sr., a veteran in the association, urging that the 1927 convention of the Flavoring Extract Manufacturers' Association be held in Richmond, Va., during the latter part of May or early in the month of June.

Mr. Sauer's invitation to Richmond literally breathes the historic spirit of true Southern hospitality and it will be difficult for the Executive Committee to turn aside from Richmond's claims to the 1927 convention. Virginia's famous specialties in sea and land foods form an attraction, but good automobile roads and close proximity to the Nation's capital and historic points of interest add zest to the invitation.

SODA WATER FLAVORS MANUFACTURERS

Since our December report the activities of the National Association of Manufacturers of Soda Water Flavors has been progressing satisfactorily under the guidance of August Peter, president, and Thomas J. Hickey, the secretary and counsel for the association.

Matters handled during the month have been largely of a routine nature and the members interested in them have been duly advised through correspondence regarding developments or final disposal of the same.

Secretary Hickey has advised the members that the new crop of bills in the various legislatures will require careful co-operation to defeat harmful measures and urges them to keep in close touch with him.

LATEST ESTIMATE OF MADAGASCAR'S 1926-27 VANILLA CROP

Vice-Consul Paul Dean Thompson, at Tananarive, under date of October 14, transmits information furnished by the Chiefs of the Provinces of the various vanilla bean producing sections of Madagascar regarding the preliminary estimates of the 1926-27 crop (October to February), which are 1,004,195 pounds, as against 1,556,998 pounds a year ago.

The Governor of the Seychelles Islands advises that the export crop from July to December, 1926, will amount to about 2204.6 pounds. No official estimate is yet at hand from the Island of Réunion, but a commercial estimate made by a Madagascar broker who visited Réunion in July places the 1926-27 crop at 70 tons (154,322 pounds), or 10 tons less than for the 1925-26 season.

The production and export of vanilla beans in the Seychelles Islands during 1925 is now stated to have been 5,439 pounds, all of which went to the United Kingdom. The average price paid locally was 8 rupees per kilo for good and 5 rupees per kilo for small beans (1 rupee equals about 35 cents in United States currency). The present acreage devoted to vanilla beans is about 400 acres.

The Director of Agriculture of Mauritius advises that the vanilla crop on that island fluctuates annually between 661 and 882 pounds and is all consumed locally.

The crop in the principal vanilla regions of the East Coast of Madagascar for 1926-27 is now officially estimated to have fallen greatly under that for the 1925-26 crop. The Province of Maronantsetra in particular shows a reduction of about 58 per cent, and this is the section with the largest output normally. The Province of Diego-Suarez also shows a deficit of nearly 45 per cent from last season's production, Tamatave remains about the same.

On the West Coast, Nossi-Bé is estimated to have surpassed last year, and the Comoro Islands have a good crop. The total crop for Madagascar and dependencies shows a deficit of 36 per cent from that of the 1925-26 crop, and this is due to decrease in area planted as a result of the slump in prices last April and to the cyclone in Vatomandry last January and to other strong, hot winds on the East Coast thereafter, which had a very damaging effect. It should be pointed out that the figures for 1926-27 are still preliminary.

Exports, according to preliminary figures, which are subject to revision, for the first eight months of 1926 were as follows: To Egypt, 18 pounds; to England, 1,128 pounds; to France, 955,853 pounds; other countries, 36 pounds; total 957,035 pounds.

Information in Other Departments

Readers of the FLAVORING EXTRACT SECTION are advised that items of interest to them may be found in our Trade Notes pages, as well as in other departments.

FLAVORING EXTRACTS IN 1925 CENSUS

The Department of Commerce has announced that, according to data collected at the biennial census of manufactures, 1925, the establishments engaged primarily in the manufacture of flavoring extracts, flavoring sirups, and bitters in that year reported a total output valued at \$94,842,000, an increase of 27.9 per cent as compared with \$74,153,000 for 1923, the last preceding census year.

The principal products of the establishments classified in this industry are flavoring extracts, pastes, and powders; colors for bakers and confectioners; flavoring sirups, such as fruit sirups and malt sirups; and crushed fruits for soda-fountain use.

Of the 433 establishments reporting for 1925, 93 were located in New York, 54 in Illinois, 34 in Ohio, 33 in California, 31 in Pennsylvania, and 24 in Missouri, and the remaining 164 were distributed throughout 29 other States. In 1923 the industry was represented by 457 establishments; the decrease to 433 in 1925 was due to the fact that a number of establishments which were engaged in the manufacture of flavoring extracts in 1923 reported other commodities, such as perfumery, patent medicines, beverages, etc., as their principal products in 1925 and were therefore transferred to the appropriate industries.

Summary statistics for the industry are given in the following statement. The figures for 1925 are preliminary and subject to such correction as may be found necessary upon further examination of the returns.

	1925 ^a	1923 ^a	Per cent of increase or decrease (—)
Number of establishments.....	433	457	—5.3
Wage earners (average number) ^b	3,903	3,596	8.5
Maximum month.....	July 4,426	July 4,062	...
Minimum month.....	Jan. 3,381	Jan. 3,280	...
Per cent of maximum.....	76.4	80.7	...
Wages.....	\$5,086,000	\$4,194,000	21.3
Cost of materials (including fuel, electric power, and containers).....	\$47,399,000	\$38,177,000	24.2
Value of products.....	\$94,842,000	\$74,153,000	27.9
Value added by manufacture ^c	\$47,443,000	\$35,976,000	31.9
Horsepower.....	23,371	17,929	30.4

^aTreated as two industries at census for 1923—namely, (1) Flavoring extracts and (2) flavoring sirups and bitters; combined at census for 1925. The figures for the earlier year have, therefore, been combined in order to make them comparable with those for 1925.

^bNot including salaried employees.

^cValue of products less cost of materials.

Estimates of the World's Vanilla Crops

A London firm supplies the following interesting statistics on vanilla beans:

1925-6 Crop—Madagascar, 420 tons; Comoro Islands (Grande Comore, Mayotte Anjouan, and Moheli), 125 tons; Réunion (Bourbon), 80 tons; Nossi-Bé, 40 tons; Mexico, 125 tons; Tahiti, 80 tons; Seychelles, Mauritius, Ceylon and Java, 30 tons; Guadeloupe and Martinique, 20 tons; total, 920 tons.

1926-7 estimates—Madagascar, 275 tons; Comoro Group, 150 tons; Réunion, 80 tons; Nossi-Bé, 60 tons; Mexico, 150 tons; Tahiti, 50 tons; Seychelles, Mauritius, Ceylon and Java, 30 tons; Guadeloupe and Martinique, 20 tons; total, 815 tons.

"The shortage of at least 100 tons in the coming returns would in a normal market denote a higher level of values," says the firm, "but we enter upon the new season with a fair reserve of stocks, while at the corresponding period last season same were exhausted. Further restraining and obscure factors are the vagaries of the franc, as well as a complete absence of co-operation among the direct importing interests."

PURE FOOD AND DRUG NOTES

In this department will be found matters of interest contained in FEDERAL AND STATE official reports, etc., relating to perfumes, toilet preparations, flavoring extracts, soaps, etc. It is advisable also to look at our WASHINGTON CORRESPONDENCE, SOAP SECTION, and other departments for further information.

BUREAU OF CHEMISTRY PLANS NEW WORK

WASHINGTON, January 15.—Announcement has been made by the Bureau of Chemistry of the Department of Agriculture that a resurvey has been begun of all the more important preparations with a view to ascertaining what potent pharmaceuticals comply with the standard of strength indicated by their labels. This action is under the federal food and drugs act and has in view the elimination of substandard drugs.

In addition to hypodermic tablets and potent galenicals preparations there will be examined drugs in the forms of compressed tablets, tablets triturates, capsules, ampoules, and others. By eliminating substandard drugs from the American market with as little confusion as possible it is the aim of officials of the bureau to make it possible for physicians to rely upon the accuracy of the remedial agents which they prescribe or dispense.

"The Bureau of Chemistry is now preparing to resurvey the entire field of pharmaceutical preparations," says the bureau in its announcement. "It is the intention to include a wider range of products than was investigated in the first survey. In addition to hypodermic tablets and galenical preparations, there will be examined drugs in the forms of compressed tablets, tablets triturates, capsules, ampoules, and others. As a result of the previous survey and regulatory action brought in connection therewith, and as a result of the splendid co-operation from the manufacturers in studying intensively many of the problems involved and adopting more effective methods of control, it is believed that variations from declared standards throughout the entire field of pharmaceuticals will be much less than were found during the first survey. However, it is the intention, because of the general warning to the trade through the developments in the first survey, which impressed upon manufacturers the necessity for revision of their manufacturing and control methods wherever inadequate, to bring legal action during the coming survey on variations from standards whenever these are wider than warranted under adequate supervision. It is possible, therefore, that action may be taken in some cases which would have been passed over with a warning during the former survey.

"The ultimate purpose of this work is to eliminate substandard drugs from the American market with as little confusion as possible, so that physicians can rely upon the accuracy of the remedial agents which they prescribe or dispense.

"To this end the continued co-operation of the industry is invited. There can be no doubt of the possibility of mutual helpfulness, and indeed, of general benefit, from an exchange of information and the results of research on such subjects as the supervision and control of the manufacture of potent drugs."

Worth Reading

Besides carefully scanning the text pages of this journal every month our readers will find much information, usually of considerable value, in the advertising announcements.

NEW INCORPORATIONS

NOTE.—Addresses are given, so far as they are available, of the incorporators. Otherwise, letters or other first class mail may be sent in care of attorneys or trust companies, endorsed with requests to "PLEASE FORWARD."

Lucien Le Long, Manhattan Borough, New York City, perfumes, \$10,000; P. Kaiser, Jr., R. F. McCauley, J. B. Hopkins. (Filed by T. E. McEntegart, 9 East 40th Street, New York.)

Association of American Soap and Glycerine Producers, Inc. (Delaware Corporation), collect and circulate information with reference to the use of soap, no capital stock; W. M. Wahiste, New York (Prentice-Hall, Inc.)

Nipp's Perfumery Corp., Manhattan Borough, New York City, \$20,000; E. C. Levy, M. Fryefield, L. Silverman. (Filed by J. H. Levy, 152 West 42nd Street.)

Resinous Products & Chemical Co., chemicals and dye stuffs, \$1,000,000. Wilmington, Del. (Corporation Trust Co. of America.)

Peerless Soap Co., Camden, N. J., \$75,000 preferred and 15,000 shares no par value common; Charles Schuyler, Herbert Siner, Philadelphia; Russell E. Rose, Collingswood. (Attorney, Herbert J. Koehler, Camden.)

Adolph Klar, Manhattan Borough, New York City, perfumeries and powders, \$50,000; A. and B. Klar, M. Bart. (Filed by L. M. Friedman, 233 Broadway, New York.)

Parfumerie Melba, Manhattan Borough, New York City, perfumery, 1,000 common, no par; J. S. Bache, D. A. Schulte, E. Wise. (Filed by A. Levene, 27 William Street, New York City.)

Rit Products Corp., Wilmington, Del., dyes, soaps, \$3,300,000. (Corporation Trust Co. of America.)

Dureeve, Inc., North Plainfield, N. J., deal in vegetable oils, etc., 1,000 shares, no par value; John H. Fetherston, Franklin R. Fetherston, Plainfield; Arthur R. Walker, New Brunswick, N. J. (Filed by the company.)

White Perfumeries, Manhattan Borough, New York City, 100 common, no par; L. J., T. L. and M. E. O'Brien. (Filed by A. Scherl, 67 West 44th Street, New York.)

Poswal Dollar Cleaners, Manhattan Borough, New York City, clean wearing apparel, \$3,000; H. Posner, W. and M. Walch. (Filed by W. M. Barrett, 859 Freeman Street, New York.)

The Bob White Company, Indianapolis, \$20,000 capital stock; deal in pharmaceutical and toilet preparations; directors Charles Matthew Mayer, Clemons O. Mueller, Maude E. Mayer.

Lengyel Frères, Manhattan Borough, New York City, perfumes, \$25,000; L. Lengyel, A. H. Selling, R. E. Tuttle. (Filed by J. M. Lowenstein, 165 Broadway.)

Atlantic Process Corp., Manhattan Borough, New York City, cleaning compounds, 100 common, no par; E. Weil, C. J. Meleney, S. A. Freeman. (Filed by Booth, Hewitt & Meleney, 165 Broadway, New York.)

Shyn-Eze Products Co., Dallas, Texas; soaps; capital stock \$150,000. Incorporators, W. B. Lewis, J. J. Hutchend and Jesse Cope.

Goss Products Co., Inc., Durham, N. C., manufacture and sell all kinds of soaps, disinfectants and chemicals. Authorized capital \$50,000; subscribed \$2,200 by John H. Goss, Jr., Durham; St. Julien L. Springs and P. E. Whitehead, Smithfield.

National Lavolina Co., Brooklyn, N. Y., liquid shampoo; \$15,000; A. and R. Carbone, G. Cacioppo. (Filed by A. Bucalos, 496 Hart street, Brooklyn.)

General Adhesive Mfg. Co., Manhattan Borough, New York City, paste and gums, \$10,000; J. Oppenheim, M. Lustgarten, E. Van Raalte. (Filed by Olvany, Eisner & Donnelly, 292 Madison avenue.)

Extract Products Co., Brooklyn, N. Y., syrups, \$10,000; J. J. Flynn, H. Weisbond, C. Kaplan. (Filed by M. Bein, 2 Rector street, New York City.)

Medo Perfumes, Manhattan Borough, New York City, \$10,000; C. Fabregoules, A. T. Girard, B. R. Storf. (Filed by L. A. Safian, 799 Broadway, New York.)

C. D. S. Barber & Beauty Shoppe, Inc., Orange, N. J., conduct beauty shop, \$25,000; Charles Cocozziella, Carmine Derosa, Thomas Spin, Orange. (Attorney, Ralph E. Giorlano, Orange, N. J.)

Selin Products Co., Inc., toilet articles, \$1,100,000; M. L. Rogers, Wilmington. (Delaware Reg. Trust Co.)

Furlager Mfg. Co., Manhattan Borough, New York City, cosmetics, \$100,000; A. Lillienthal, S. Forscher, B. Ross. (Filed by Forscher, Lillienthal & Morris, 261 Broadway.)

Gallie Products Co., Manhattan Borough, New York City, perfumeries, \$10,000; M. J. and L. Gallubier, G. Ludwig. (Filed by M. Altschuler, 3,210 Third avenue, New York.)

Business Troubles Since Our Last Report

Morris Springer, drug store, 5,519 Edgemere avenue, Edgemere, L. I., filed bankruptcy petition.

New Art Greeting Card Co., Inc., 109 DeLancey street, Manhattan, New York City; Albert Newman appointed receiver in bankruptcy, \$3,000 bond; liabilities about \$20,000, assets about \$6,000.

Century Drug Sundries Corporation, 24 Murray street, Manhattan, New York City; bankruptcy petition dismissed on a 25 per cent settlement.

Rubin Podell, drug store, 736 Franklin avenue, Brooklyn; Judge Moscovitz appointed Edward E. Fay receiver, under a bond of \$1,000.

Simplex Metal Spinning & Stamping Co., 97 East Houston street, Manhattan, New York City; liabilities \$40,000, assets \$5,000; Judge Bondy appointed William H. Brady receiver under bond of \$3,000.

Meyer Cohen, pharmacist, 759 Coney Island avenue, Brooklyn, filed petition; \$7,337 liabilities, no assets.

Joseph Boll, pharmacist, 3,115 Coney Island avenue; Brooklyn: filed petition; \$13,829 liabilities, assets given as being \$4,660.

Victory Olive Oil Co., 2,062 2nd avenue, Manhattan, New York City; Judge Bondy appointed David Steinhardt receiver; liabilities about \$25,000, assets \$3,000.

Downey, Turnquist & Co., chemists and flavoring extracts; 914 West North avenue, Chicago; liabilities, \$13,965; assets, \$17,964; voluntary bankruptcy.

Theresa Eberle, beauty expert, 369 Steinway avenue, Long Island City; voluntary bankruptcy; liabilities given as \$18,764, with assets of \$1,138.

Mitchell Drug Co., 2590 8th avenue, New York; involuntary bankruptcy; liabilities about \$25,000 and assets about \$6,000. Albert A. Raphael appointed receiver by Judge Bondy under a bond of \$3,000.

Harry Lubliner, perfumery, hosiery and leather goods; 73 West 116th street, New York; involuntary bankruptcy. Joseph F. Dunn appointed receiver by Judge Bondy, with a bond of \$2,500.



Ralph H. Aronson has resigned his connection as general manager of the perfume department of McKesson & Robbins, Inc., to enter the employ of Woodworth, Inc., perfumers, 392 Fifth avenue, New York City. Mr. Aronson will be associated with Mr. Woodworth in the management of the business and will be active in manufacturing, merchandising and advertising. He is well equipped for his new duties, having been connected with V. Vivaudou, Inc., prior to his connection with McKesson & Robbins.

Norida Parfumerie of Chicago has moved its entire plant and general office to a new and larger building recently erected in Gouverneur Place, Long Island City, N. Y. Full production at the new plant will, according to the announcement of the company, be under way by February 15. Full stocks of the company's products will be carried in the Chicago sales office in charge of Joseph Engelbreit, who has been with the company for some time.

Since the Norida Co. manufactures metal cases for its compacts, there was a large amount of very heavy machinery to be transferred from Chicago to New York. This is the reason for the delay in establishing full manufacturing operations which, however, will not in any way interfere with the business of the company in the meantime.

Officers of Norida Parfumerie are Joseph Baer, president, and Walter Quinlan, vice-president and sales manager. They are now located in modern offices at the new plant at Long Island City, N. Y.

Rapid advancement is being made in the commercial transmission of pictures by wire, the system having reached a point of development on November 29 which enabled the Long Lines Department of the American Telephone & Telegraph Co. to receive and send pictures by wire at the offices in Boston, New York, Cleveland, Chicago and San Francisco and to issue a schedule of telephotograph charges and hours of service applicable to those cities. The rate from New York to either Boston or Cleveland is \$15, to Chicago \$20 and to San Francisco \$45. Further details of the rates and hours can be obtained on application to the Telephotograph Office of the company at 15 Dey street, New York, or to the offices in the other cities mentioned herewith as being equipped for telephotography.

The sales forces and sales organizations of the Beaver Soap Co., Dayton, Ohio, and the Remmers-Graham Co., Cincinnati, Ohio, have been combined.

The combined forces will be directed by the sales department of the Remmers-Graham Co. Special efforts will be made to push the sale of Lana Oil and Grandpa's Wonder Pine Tar Soap. The arrangement was made to give both of the manufacturing companies more complete sales coverage of the territory.

An interesting announcement of the affiliation of two companies prominent in the manufacture and distribution of toilet articles has been made. It is to the effect that Neal R. Andrews and Ralph L. Evans, sole owners of Inecto, Inc., have become associated with the Marinello Co. and will take an active part in the management of that company.

The reorganization was accomplished through the election of Mr. Andrews as vice-president and general manager of the Marinello Co., and Mr. Evans as secretary and treasurer. Mrs. Ruth J. Maurer, founder and head of the Marinello business will remain as president of the Marinello Co. The National School of Cosmeticians and the Marinello Laboratories which have operated as separate entities will be brought under the direct control of the Marinello Co. in the new arrangement. Inecto, Inc., will continue as a separate and distinct organization but will operate very closely with the Marinello interests especially in the training school for beauty shop owners and operators.

According to Mr. Andrews the affiliation of the two companies came as a natural development by which both of them will benefit. Inecto, Inc., while an exceptionally successful and progressive concern, has lacked some of the facilities necessary for a complete organization of the sort, especially for the training of beauty shop employees. The Marinello Co., on the other hand, has built up an enviable reputation along this line, devoting so much attention to it that it has become necessary for Mrs. Maurer to be relieved of that portion of her duties having to do with executive control. The affiliation of interests will supply to each the elements necessary for complete success. Garfield D. Merner, who for some months was associated with the company as general manager, has severed that connection completely.

The business was founded by Mrs. Maurer about twenty-three years ago and has enjoyed a very rapid growth. It now has plants in La Crosse, Wis., where it was founded, and in New York, and operates schools at convenient points from Coast to Coast. Mrs. Maurer built the business on the idea of training for personal service the many proprietors and employees of beauty establishments. How much good she has done through her making of jobs to fit people who needed them will never be told. The business has been very successful and enjoys national distribution running into the millions annually.

Inecto, Inc., manufacturers of "Notox" have made rapid strides in the sale of hair colors. The company has been very active in the training of operators in addition to the regular sale of its product. It recently opened a most elaborate salon at 33 West 46th street, New York, for study of the needs of the public in this line.

The affiliation of Inecto, Inc., with Marinello Co. should be of material benefit to both concerns. Those in charge of the companies look for a steady increase in business and for numerous economies in production and operation.



BANQUET OF THE NORTHAM WARREN CORPORATION

The annual sales convention of the Northam Warren Corporation was held in New York during the week of January 3. The entire sales force from all over the United States was present.

An interesting feature of the convention was the introduction of two new items to the "Cutex" line of manicure specialties. These new products are a cuticle cream and cuticle oil, designed as companion items to "Cutex" cuticle remover. They are the result of two years of experimenting and are made to meet the demand for a product that will keep the nail rim always smooth and soft. The new items, in their beautiful packages, were received with enthusiasm by the sales force.

An important session of the convention was devoted to the discussion of "Creme Elcaya," which was recently bought by the Northam Warren Corporation. The men were told of the big advertising plans for 1927. The sales force of the "Cutex" organization backed by vigorous advertising, is expected to restore "Creme Elcaya" to its former place of leadership.

Three days of discussing the rapid development of the manicuring industry and the leadership in that field, were followed by the annual banquet at the Hotel Lafayette.

The accompanying photograph shows the "Cutex" family represented by its sales force and executives. Home talent furnished the entertainment during the banquet which was topped off by a theatre party.

News of an interesting event in the establishment of Camilli, Albert & Laloue, of Grasse, France, has just been received by their American representatives, George Lueders & Co., New York City. The house of Camilli, Albert & Laloue, which is one of the oldest in Grasse, having been founded in 1830, nearly a century ago, on the occasion of last month's celebration, distributed the Medaille de Travail to four employees who had been with the firm for thirty years each.

They were: Antoine Bersia, Jean Barberis, Therese Raybaud and Angele Daumas. The banquet was presided over by a former employee, eighty-seven years of age, who has been in retirement for several years and who also was decorated after fifty years of service.

Read Machinery Co., Inc., York, Pa., held a very successful sales convention at their main office on January 3, 4, 5 and 6. Representatives of the company from all sections of the United States were in attendance at the convention.

Special displays showing every machine manufactured by the company were arranged in such a way that the machines could be demonstrated to the sales representatives in actual operation.

The feature of the convention was the demonstration of pharmaceutical products by Frederick A. Haase, consulting chemist, of Newark, N. J. Mr. Haase showed the machines of the Read Machinery Co. and their uses in the pharmaceutical industry, by manufacturing batches of cold cream, vanishing cream, tooth paste, soap, toilet lotions, and other products of a pharmaceutical nature. These demonstrations were most valuable to the salesmen, some of whom had not had much previous opportunity of seeing the machines in actual operation.

Those in attendance at the convention were: H. Read, president; O. R. Read, secretary and director of sales; W. K. Read, assistant sales manager; J. A. Eades, supervising engineer; G. W. Lichtenberger, treasurer; M. W. Mueller, chief engineer; P. E. Thomas, sales estimator; P. D. Hendrickson, advertising manager; P. A. Zech, export manager; E. Seybold, plant manager; T. J. Shellenberger, service manager; I. R. Drechsler, Drechsler-Peard Co., Baltimore, Md.; C. W. Cadwallader, York; W. E. Powers, York; C. H. de Ardssey, York; M. W. Walker, York; L. W. Elliott, Jr., York; R. H. Lookingbill, Chicago; W. H. Burnham, Pittsburgh; F. R. Erkenbrack, New York City; C. F. Krug, New York City; F. L. Callicotte, Kansas City, Mo.; S. H. Edwards, Colorado Springs, Colo.; R. E. Clapp, Frederick, Md.; L. Dowe, Atlanta, Ga.; J. W. Harrington, Salt Lake City, Utah; H. R. Knowles, Trenton, N. J.; J. U. Lemmon, Jr., Boston; W. E. Overacker, Lakewood, Ohio; D. J. Verecke, Cleveland; E. C. B. Fletcher, New York City; M. B. Perham, Atlantic City, N. J.; H. H. Deal, Minneapolis; S. G. Dalton, Los Angeles, Calif.; M. Marcus, Paterson, N. J.; G. Kenney, Chicago; J. I. Miller, Chicago; A. W. Fosdyke, Chicago; L. A. Hirshon, Baltimore, Md.; A. Moore, Albany, N. Y.; G. Schumaker, Indianapolis, Ind.; and W. M. Webb, Philadelphia.

The executive sales organization of S. B. Penick & Co., New York City, held its sales convention at the main offices of the company, 115 Fulton street, New York, on December 28, 29 and 30. The convention was attended by the following out-of-town representatives of the company: George S. Mackey, Detroit; C. M. Black, Chicago; H. H. Mitchell, Montreal; B. H. Westcott, Buffalo; A. S. Carlton, Boston; and Harold Noble, Metropolitan Territory of New York. F. B. Dysart, manager of the Ashville, N. C., factory of the company, was also in attendance.

The meeting opened with a dinner at the Hotel Pennsylvania, attended by twenty guests. At the dinner S. B. Penick, president of the company outlined the organization of the business and its rapid progress to a place in the forefront of the botanical drug industry. Mr. Penick also spoke optimistically of the prospects for future growth and development.

Executives of the company then discussed various aspects of the business with talks on sales and territories, specialties and packaged goods, domestic botanicals, manufactured products, domestic collections, foreign goods, purchases, pharmacognosy and analysis, milling, exports and orders and service. C. W. Speed, of the financial department, was highly complimented for his splendid service to the company. Responses were made by all of the salesmen and many interesting suggestions for future operations of the company were offered and discussed.

Tuesday was devoted to an inspection of the company's mill at Weehawken, N. J., a trip which was thoroughly enjoyed. This was followed by a dinner at the new Hotel Manger, after which the entire convention attended the performance of "Honeymoon Lane."

Wednesday was devoted largely to the individual discussion of the needs and requirements of the customers of the company in the various territories. Luncheon was at the Hotel Martinique, followed by a further sales conference.

Those in attendance at the meeting agreed that much had been accomplished and urged that the convention be made the first of a series of annual sales meetings.

At the annual meeting of the Drug Trade Section of the New York Board of Trade and Transportation, Mr. Penick was elected chairman of the Section for the year 1927.

His career in the business world has been one of steady progress until he has come to be known as one of the foremost drug merchants in the country.

He was born in Culpepper, Va., March 26, 1882, and educated in private schools. He entered the wholesale drug business with the Strother Drug Co., Lynchburg, Va., in 1896 and continued there until September, 1902. He was then made manager of a branch wholesale drug house for the company at Bristol, Tenn., where he continued until 1905. Coming to New York, he entered the botanical drug industry and later established the firm of S. B. Penick & Co., of New York and Asheville, N. C., of which he has been president and treasurer since its organization.

Mr. Penick is identified with various drug trade associations and has been actively associated with the American

Drug Manufacturers' Association of which he was vice-president for two years, and for the last six years a member of the Executive Committee. He holds a commission in the Reserve Officers' Corps as Lieutenant-Colonel, and is a firm believer in the idea of industrial as well as military preparedness.

He was married in 1904 to Margaret Henry Dabney of Lynchburg, Va., and is the father of three sons and two daughters. His oldest son, Sydnor Barksdale Penick, Jr., is now actively associated with S. B. Penick & Co.



S. B. PENICK

The Lehn & Fink Products Co., Inc., New York City has taken over the laboratories and beauty parlor chain of Dorothy Gray. The Dorothy Gray business will in the future be operated as a part of the Lehn & Fink organization. Plans call for a continuation of the business and a steady expansion of the chain. In confirming the purchase of the business of Dorothy Gray, an official of Lehn & Fink stated that no change in the general policy was contemplated. Miss Gray will continue as a member of the Lehn & Fink organization, although she will be relieved of the detailed problems of the management of the concern. Miss Helen Martin, formerly of J. Walter Thompson Co., advertising agents will take over the details of the management of the business, leaving Miss Gray time for research and consultation. It is probable that Miss Gray will take a European trip in the interest of the business in the near future. Miss Martin is well acquainted with the toilet goods industry, having handled the advertising of several nationally known lines in her last connection.

The Lehn & Fink business was founded as a drug merchandising house in 1874. Gradually it broadened its activities to include the marketing and finally the manufacture of specialties and proprietary articles. It has been identified with the toilet goods field for several years. In 1925 it discontinued its drug and chemical merchandising business and has since devoted its activities solely to its proprietary articles. The policies of the company are directed by Edward Plaut, the Plaut family having taken over the business from the founders in 1898. In August 1925 the Lehn & Fink Products Co. was organized to take over and control the business of Lehn & Fink, Inc., and that of the A. S. Hinds Co. of Portland, Maine, which had been absorbed in July of that year.

The Dorothy Gray business has been known as one of the successful ventures in the field of chain beauty parlors. It has operated a chain extending throughout the country under the general supervision of Miss Gray, who has also been active in the actual work of the company.

No change will be made in the character of the Dorothy Gray products under the new management nor is any further change in the personnel of the various units in contemplation. The chain will be expanded as rapidly as new girls can be trained to administer the various treatments. Production of the Dorothy Gray products will be continued under the direction of the same chemist who has had them in charge for several years.

McCormick Co., Inc., of Baltimore, held their annual sales convention in January. More than a hundred representatives of the firm from all parts of the United States were in attendance. Sessions were presided over by Willoughby M. McCormick, president of the company.

Inspiration for poesy often has budded in minds that might not otherwise have become exuberant or less mildly influenced through delicate and delicious perfumes, as well as stronger scents, but it is most unusual, possibly phenomenal, that the child of one of the men most prominent in the essential oil and perfumery industries should in early life exhibit the artistry of diction and conception of both Nature and Maker that can be found in two sets of wonderful verses, considering the youth of their author, that we are privileged to print.

Miss Laurose Schulze-Berge, daughter of Mr. and Mrs. Paul Schulze-Berge, Jr., president of Heine & Co., New York, is the subject of this note and her present efforts are only following up her versification at Christmas, 1923, when she was 10 years old, and wrote the happy childhood view of home "Sunny or Sulky," which attracted so much favorable comment. Miss Laurose has grown, her summers turn to colder scenes as the seasons progress and here is what she says of Winter, with her natural reservations for the flowers, that mean so much to all of us:

'Tis Winter!

Trees are standing all bare in the snow
Birds fly about, with no place to go.
Snowflakes are falling; north wind doth blow.
Buds, seeds go to sleep; they've no warmth to grow.
'Tis Winter!

Inside all is different, the fires burn bright,
Filling the room with a radiance of light.
Down chimney the north wind howls with such might,
Mother is saying, "O, what a cold night!"
'Tis Winter!

Though winter holds much of fun and play,
People are longing for the faraway day.
When summer shall come, with flowers so gay,
No one shall be cold, or have cause to say
'Tis Winter!

Pine Tree

O, dark, green, fragrant taper,
So tall, so straight, so strong,
Behind my lodge thou watch hast kept,
For many ages long.

Art thou more true than other trees
So that the world might know,
Not twisted, like the other trees,
Thy branches straight do grow?

Didn't shed more love than other trees
And thus for thy sweet pay,
A wondrous fragrance thee hast given
For ages on and aye?

Didn't thou first love thy Maker most,
That He should make of thee,
Emblem of His undying love
In thee, undying tree?

An interesting announcement to our Western friends is to the effect that Alan G. and Charles H. Curry, 2350 California street, San Francisco, Calif., have inaugurated a complete package service for the benefit of buyers of the various types of packages on the Pacific Coast. They have secured sales agencies from the following well known manufacturers of packages and package accessories: Stanley Manufacturing Co., Dayton, Ohio; T. C. Wheaton Co., Millville, N. J.; Waterbury Paper Box Co., Waterbury, Conn.; Addison Lithographing Co., Rochester, N. Y.; and Peerless Tube Co., Bloomfield, N. J. The new service should be of great assistance to customers of these concerns in Western and Pacific territories.

With its entire field staff participating, the annual sales convention of E. R. Squibb & Sons, held in New York from December 15th to 18th inclusive, was the largest and most successful in the history of the house. It was an appropriate conclusion to the best year which the company has experienced in that long and eventful history.

Scientific progress in the fields of medicine, pharmacy and dentistry, new products about to be offered, new fields that are being developed, and the manner in which E. R. Squibb & Sons is supplying the broadening demands of the public health, were the subjects of addresses by experts from the various departments of the Squibb organization, at morning and afternoon sessions each day.

Carleton H. Palmer, president of E. R. Squibb & Sons, acted as toastmaster at the banquet on Thursday evening. Addresses were also made by Vice-president, Theodore Weicker, Theodore Weicker, Jr., a director, and R. D. Keim, director and general sales manager. Mr. Keim, standing at the foot of a towering Christmas tree, awarded the prizes and honors to members of the Squibb "Go-Getter Club" for outstanding achievements in the field and conferred memberships and honors upon representatives of other branches of the Squibb organiza-



GROUP AT SALES CONVENTION OF E. R. SQUIBB & SONS

of other branches of the Squibb organization for exceptional service during the closing year.

The accompanying picture shows the group which attended the meeting. It was taken at the conclusion of a tour of the Brooklyn Laboratories by the members of the field staff on Saturday morning. The sessions were held in the Hotel Commodore, New York, but the convention also included visits to the laboratories at New Brunswick, N. J., as well as those in Brooklyn.

Settlement of all claims against Truvy, Inc., to the satisfaction of both Victor Vivaudou, head of the company, and the creditors, has been accomplished.

Mr. Vivaudou has been able to settle all of these claims in full in the following manner. An apartment house owned jointly by Mr. and Mrs. Vivaudou has been taken over by the creditors with the consent of the owners and will constitute a liquidation of 60% of the outstanding claims. The remaining 40% has been taken by the creditors in preferred stock of Truvy, Inc. This preferred stock will be retired by an arrangement which involves the use of one-third of the future net profits of the business available for that purpose.

A settlement of the outstanding accounts in this manner leaves Truvy, Inc., in very good financial condition and will enable Mr. Vivaudou to continue the business with a fair amount of working capital.

Much of the credit for this satisfactory culmination of the matter must go to the creditors' committee which handled the negotiations. Members of this committee were W. H. Green, of the Tin Decorating Co.; H. S. Hadden of the Dorland Advertising Co.; and F. F. Corman, vice-president of the Chatham Phenix Bank.

Wedding bells and Christmas chimes rang simultaneously at the annual holiday gathering of the employees of the California Perfume Co. in the laboratories at Suffern, N. Y., December 22. The laboratories were gayly decorated with holly, smilax and bunting, and the festivities opened with the marriage of Miss Madeline Lewis to Charles Hastings, both of whom are members of the staff.



THE BRIDAL PARTY

It was at the request of the couple that the wedding took place in the laboratories among their many friends and co-workers. The ceremony was performed by the Rev. Dr. Watts, and the bride was given away by her father. Miss Ruth Hastings, sister of the bridegroom, was maid of honor, and William Lewis, brother of the bride, was best man. The ceremony had all the dignity of a church wedding and was witnessed by over 200 people.

After the wedding a reception was held and in honor of

the event a special repast was served. Speeches were made by David H. McConnell, Jr., W. Van Alan Clark, A. E. Williams, A. D. Henderson, W. J. Alley, P. H. Brockmann, Y. Lanning, K. Gilbert, and W. J. Kuch. David H. McConnell, president of the company, who is in Ormond Beach, Florida, sent a telegram of congratulations to the young couple and Christmas wishes to the organization.

After the luncheon an unusual entertainment provided by members of the organization was given under the supervision of Kenneth Gilbert. The first number of the program con-



CALIFORNIA PERFUME CO. COSTUME GROUP

sisted of 22 girls in fancy costumes representing California Perfume products. This number was called "The Parade of Perfect Packages," the slogan at the laboratory for 1927 being "Every package a perfect one." As every article is inspected carefully before leaving the laboratory, three young ladies were dressed as inspectors and in mime inspected and passed judgment on the many young women costumed to represent the various packages.

A sketch called "California Perfume Co. Working Days" proved to be very popular and a butterfly dance by Miss Claire Gibson as well as a song and dance by Robert Jones were among the other numbers in the varied program which brought forth particular applause. After the entertainment Christmas gifts were distributed and dancing followed.

The office staff also held a Christmas party on the afternoon of December 23 when quarterly bonuses were distributed by David H. McConnell, Jr.

The entire sales organization of Morana Incorporated, consisting of more than twenty members, met at the principal office of the company, 61-63 Vandam street, New York City, on December 27, 28 and 29, for the annual sales conference.

The conference was presided over by William H. Rowse, vice-president and sales director, who opened the meeting by calling attention to the steady growth of the Morana business and the increasing sales of the company throughout the country.

The officials of the company, including Carl Schaezter, president, and Walter Mueller, secretary, addressed the delegates on important sales topics. The session were devoted entirely to business matters and sales talks, each session being given over to the discussion of a single important subject. Numerous valuable suggestions were made and much benefit was derived from the general discussions of sales problems.

A luncheon was given to the sales force at the Wool Club on December 29. This was the only feature of the meeting aside from the regular business sessions, the affair being strictly a trade gathering.

Beginning with this issue Givaudan-Delawanna, Inc., New York City, are using a larger insert in order to expand their monthly advertising conferences with the industry through our pages.

The insert appears between pages 32 and 33, and page one is devoted to an institutional talk. On page two a *jasmin* for perfumes and toilet water is featured, and on page three, *Irisone*, a product for soaps, is described. The fourth page is, and will be used for a resume of the principal synthetic aromatic chemicals, and also synthetic floral oil specialties in order that readers may have a fairly complete list for reference, if not interested at the moment in specialties that are featured.

A sales conference will be held late in February or early in March, at which time Messrs. Leon and Xavier Givaudan are expected from Geneva. Dr. Eric C. Kunz, executive manager of the company, reports excellent progress for 1926, and a very optimistic outlook for the present year.

Quartin Paper Box Co., Ozone Park, N. Y., begins on advertising page 92 the first of a series of announcements calling attention to its hand made paper boxes for perfumes and toilet articles.

The company is now established in its attractive new factory located on Rockaway Blvd. and 100th street, Ozone Park into which it moved less than a year ago. The factory occupies an entire block affording 35,000 square feet of space and is operated in addition to the company's former plant in Woodhaven which has 22,000 square feet available for manufacturing.

The company was founded by Abraham Quartin, March 8, 1918 and moved three times within three years, each time into larger quarters. In 1921 it moved to Woodhaven. Early in 1926 the new factory was completed.

Mrs. T. Franklin Slater of Rochester, N. Y. has announced the engagement of her sister, Miss Winifred Mary Conboy, to Hugh J. Kelleher. Mr. Kelleher is connected with the New York office of the Tin Decorating Co. of Baltimore. He was graduated from Harvard as a member of the class of 1918. During the war he served overseas with the American Ambulance Field Service and saw action on the Western Front as well as in Serbia and Greece. He has been connected with Tin Decorating Co. for five years. He is a member of the Harvard, Orienta Beach and West Side Clubs. Miss Conboy is the daughter of Dr. and Mrs. Philip Conboy, of Rochester. She was graduated from Marymount College in 1924.

E. M. Laning Co., New York City, representatives for Parosa, Issy-les Moulineaux (Seine), France, H. Euziere & Co., Grasse, France, and Chas. Lacour, Paris, France, announces the appointment of two new representatives. They are Robert W. Cook, 41 Eighteenth avenue, North St. Paul, Minn., who will cover the territory embraced by the states of Minnesota, Wisconsin, Iowa and Illinois outside of Chicago; and Walter Weinstock of the Weinstock Chemical Co., 440 Sansome street, San Francisco, Calif., who will cover the territory of California, Oregon and Washington. The company is to appoint other representatives later.

Dr. Curt P. Wimmer of Columbia University will broadcast a talk on "The Story of Perfume" from station WPCB on Tuesday afternoon, January 25.

Georges Klotz, president of Pinaud, Inc., New York, who with his brother Henri Klotz, controls La Maison Ed. Pinaud, Paris, has announced several important changes in the organization of Pinaud, Inc., the American branch of the Pinaud business. The changes are expected to aid materially in the continued progress of the American house and to lead to an even more rapid growth and development than has been the fortune of the company since its establishment.

The new officers of Pinaud, Inc., are Georges Klotz, president and treasurer; Henri Klotz, first vice-president; John J.

Quinn, executive vice-president; Bernhard Knollenberg, secretary; and George Panopulo, assistant treasurer and general manager. The board of directors consists of the following members: Georges Klotz, Henri Klotz and J. J. Quinn.

George Panopulo has been with the firm for twenty-three years, and has had an exceptionally interesting career. Born in Constantinople, he studied in the well known Greek college of Hadji Christou in that city.

Going from Greece to France, he continued his education in the Commercial School of Paris. He came to the United States in 1905 and after three months entered the employ of Ed. Pinaud Co. as a messenger boy. He rose rapidly in the organization, holding several positions of trust and importance, and upon the death of Emile Utard in 1925, he became general manager. He is an officer in the Old Guard Battalion, the oldest military veteran organization in the country, and holds the distinction of being the only foreign born member ever admitted to this organization.

John J. Quinn is well known in New York business circles. He has been for many years a certified public accountant and in that capacity has been consulted by many prominent firms on problems of an executive nature. After the death of Mr. Utard, he came into association with the affairs of Pinaud, Inc., in that capacity and his frequent conferences with the executives of the company and his thorough knowledge of the company's affairs resulted in his ap-



JOHN J. QUINN



GEORGE PANOPULO

pointment to the office of executive vice-president.

Mr. Quinn is well equipped to assume these duties. In addition he will have the benefit of the counsel and advice of an excellent and well equipped staff, headed by Mr. Panopulo. His work will be made easier by frequent consultations with Georges Klotz, who intends to spend several months each year in the United States.

DuPont Cellophane Co., Inc., have announced a very substantial reduction in the price of all varieties of cellophane effective January 15.

A general convention of the sales staff of Bristol-Myers Co. was held at the main offices of the company in New York early in December. Representatives from all sections excepting the Pacific Coast were in attendance and in addition, the London office of the company was represented at the meeting. Interesting and instructive sales talks were given by officials of the company and an attractive program of entertainment, including a visit to the studios of WEAJ while the Ipana Troubadours were broadcasting, was provided. The convention continued for the entire week.

King & Howe, a partnership formed by Harold King, formerly of McLaughlin, Gormley, King Co., Minneapolis, crude drug merchants, and W. Russell Howe, son of J. H. Howe, secretary of Dodge & Olcott Co., New York, has taken over the New York branch of McLaughlin, Gormley, King Co. The purchase was made January 1 and included all of the assets of the company in the Eastern district, taking in the plant and equipment in Brooklyn, outstanding contracts and stocks of merchandise.

Mr. King has been New York manager of the McLaughlin, Gormley, King Co. for four and a half years. Mr. Howe has been in business for himself as a broker for the last year and a half. Prior to that time he was with Biddle Purchasing Co. and before that with Charles L. Huisking, Inc.

According to an announcement by the new concern, there is no financial connection between it and the McLaughlin, Gormley, King Co. It is the intention of the present partners to incorporate the business in the near future. Offices are at 75 Fulton street, New York City.

Lester A. Cobb, of Strong, Cobb & Co., private formula specialists, Cleveland, Ohio, died at the Bolton Square Hotel in Cleveland on December 26. Death was due to a heart attack, his first illness.

Mr. Cobb was born, in Birmingham, Ohio, in 1850, but moved to Cleveland with his parents when he was eight years old. His father, Ahira Cobb, a pioneer from Connecticut, purchased an interest in the wholesale drug firm of Strong & Armstrong, and at an early age placed Mr. Cobb in charge of this interest, the firm name being changed to Strong, Cobb & Co.

Mr. Cobb was graduated from Western Reserve College in 1868. He married Miss Anna Norton of Cleveland. One son, Richard H. Cobb, and two daughters, Mrs. Benedict Crowell and Mrs. Bascom Little, and nine grandchildren, survive.

Mr. Cobb was prominent in civic affairs in Cleveland, a member of the Roadside, Union and Country Clubs, and of the Cleveland Chamber of Commerce.

E. N. Rowell, president of the E. N. Rowell Co., Batavia, N. Y., accompanied by Mrs. Rowell left January 5 for Florida where they will spend the winter at their estate in Rockledge, which is delightfully located on the Indian river, famous throughout the state for its luxuriant foliage.

In the interesting four-page insert of Fritzsche Brothers, Inc., New York City, in this issue, two pages are devoted to liquid absolute flower essences made in France under the supervision of the house. A page is devoted to the specialties of Schimmel & Co., Miltitz, Germany, and another is reserved for the company's usual business editorial.

Altogether this style of advertising has really an editorial significance, in that it awakens the interest of our readers in a general way on the subjects treated, in addition to inviting their special attention to the products of the house.

Samuel E. Strong, of the firm of Strong, Cobb & Co., Cleveland, Ohio, died very suddenly at his home in Cleveland at 1 o'clock on the afternoon of Wednesday, January 5,

1927. Mr. Strong was apparently in excellent health up to the hour of his death and had been at his office on the day previous. He was 61 years old.

Mr. Strong was born in Cleveland, Ohio. He attended Andover Academy and after returning from Andover he entered the firm of Strong, Cobb & Co., with which he was connected until the time of his death.

Mr. Strong was a director of the Union Trust Co. of Cleveland and also of the

Dow Chemical Co. He had been active in the affairs of the National Wholesale Druggists' Association and had served that organization as treasurer for many years.

Jacob House & Sons, Buffalo, N. Y. describe on advertising page 104 of this issue House's filter outfit which may be attached to any mixing tank. The outfit is offered in two sizes and is especially adapted for filtering lotions, toilet waters, tonics etc.

A strikingly original insert in the form of a resolution which appears between advertising pages 144 and 145 emphasizes the service of Richard M. Krause, New York City, in the creation and manufacture of box and bottle wrappers, bands, labels, seals and counter displays for the toilet preparations industry. On the reverse side attention is called to facilities of the western plant of the organization.

Announcement has been made by R. R. Deupree, general manager of the Procter & Gamble Co., Cincinnati, of the purchase by his company of the brands and good will of the Rub-No-More Co., Fort Wayne, Ind. The change in ownership is the result of the decision of the Rub-No-More Co. to retire from the soap business.

Among the brands involved in the transfer are Rub-No-More Washing Powder, Naphtha Soap, Spotless Cleanser, Soap Flakes, Ivory Brand stearic acid and Star Brand red oil.

Mr. Deupree states that the Procter & Gamble Co. will continue the manufacture of all of these brands.

The transfer was completed on December 31 after a conference between Gustave Berghoff, head of the Rub-No-More Co., and William Cooper Procter. The price, which included brands, good will and machinery, was not stated, but is said to have been about \$400,000.



SAMUEL E. STRONG



LESTER A. COBB

Arthur C. Herbert, who has had 20 years of experience in buying and selling vanilla beans, essential oils, chemicals and other commodities, has joined forces with the W. T. Rawleigh Co., of Freeport, Illinois. In his new connection, he has charge of the selling of vanilla beans and essential oils.

Mr. Herbert was formerly for four years with the National Aniline Co., Chicago, and more recently with Pfaltz & Bauer, Inc., New York City.

A. L. van Ameringen, New York City begins in this issue the first of a series of four page inserts outlining the service of the organization in meeting the growing needs of perfumers and describing briefly but adequately certain of its products of timely interest. A new specialty known as Lily H is also described and in order to lend added emphasis to the description a small card perfumed with the new odor is enclosed in an envelope. In a similar way Epicine, another creation, is also described.

Scientific Specialties Co., Inc., New York City, originators of many novelties in perfumers' glassware, will move to new and larger quarters at 10-14 East 12th street, New York City, on February 1.

The company, which is under the direction of George Grunberg, specializes in perfume vials. It recently added a line of cut glass bottles, having secured the entire output of an old established glassware house abroad for sale in the United States.

The initial announcement of Owens Bottle Co., Toledo, Ohio, manufacturers of glassware for toilet preparations, perfumes, flavoring extracts, etc., appears on advertising page 87 of this issue.

Dudley F. Lum, manager of the Chicago branch office of Givaudan-Delawanna, Inc., 101 Fifth avenue, New York City, was a caller at the New York office recently.

Preparatory to his visit to New York, Mr. Lum provided himself with a most attractive muffler and a brand new Stetson. When he entered the New York office in this regalia, business was at once suspended.

Mr. Lemmermeyer, whom we are seriously thinking of appointing staff artist, here faithfully reproduces the most attractive picture which Mr. Lum presented on his entrance. This is the first time to our knowledge that any one coming from Chicago has had to buy a brand new muffler to keep warm in New York.

Mr. Lum reports that business in the Chicago territory is very good and that he hopes to be able to increase the sale of Givaudan-Delawanna products materially during 1927.

Pierre Lemoine, Inc., New York City, who have been occupying temporary offices in 96 John street, since the fire which destroyed their laboratories and offices last July, are now located in their old building at 108 John street. The interior of the structure has been entirely rebuilt.

At the December meeting of the board of directors of the U. S. Industrial Alcohol Co., there was elected president of that organization, the man who has been largely responsible for its noteworthy advance during the last few years. Much younger than most men who fill positions of like responsibility, Russell R. Brown combines that diplomatic poise so necessary in meeting the highly competitive conditions of industry, with a decisiveness and determination, a quick grasp of detail, and an ability to clarify policy which constitute him a capable and efficient executive.

At the age of thirty-four Mr. Brown has reached the top of the business ladder, and may look forward to a long term of office during which he will be able to devote his abilities to the perfection of his plans, and may fairly expect to see those plans brought to fruition at an age when most men

have barely reached positions of pre-eminence in their chosen fields. There would seem to be no doubt of the continued progressive advance of the U. S. Industrial Alcohol Co. under the direction of its new president nor of the continuance of that policy of substantial expansion and development inaugurated by him.

For a long term of years the U. S. Industrial Alcohol Co. has been guided by the masterly hand of its late president, Horatio S.

Rubens. When he decided to relinquish the duties of his office at the beginning of 1927, one man appeared pre-eminently as his logical successor. The choice of this man by the Board of Directors makes the record of his career with the company he now heads a matter of public interest.

In 1917 Mr. Brown left the services of the Treasury Department at Washington, to become assistant treasurer of the alcohol company. In 1922 he was made comptroller of the company, and in 1924 elected a Director. He was made assistant to the President in 1926.

In commenting on the present condition and future outlook of his company, Mr. Brown said:—"We have demonstrated our faith in the future of the industry, and of our company by our recent acquisition of two additional plants, one at Newark, New Jersey, the other at Anaheim, California. We feel sure that the increased gallonage represented by these plants with the greatly improved distribution facilities which they supply, will enable us to make a much closer approach toward filling the demands made upon us by an ever-enlarging trade. The appropriation recently made by us for the expansion of our California plant indicates the pressure put upon us by our greatly increased sales.

"Further than this, our substantial additions to the equipment of the U. S. Industrial Chemical Co. at Baltimore, Md., which is already the largest alcohol-using chemical plant in the world, together with the provisions recently made at Peoria for capacity production of chemicals and alcohol, enable us to maintain our position in the chemical field. Our plants are all operating at capacity, our sales department is making a record never before approached, our financial position is thoroughly satisfactory, and our further expansion in the future is assured."



RUSSELL R. BROWN



DUDLEY F. LUM

Sagamor Metal Products Co. has been established by George Gussoff and associates at 318 East 32nd street, New York City, to manufacture vanity cases and metal specialties.

The company has taken over the vanity box machinery of the Bridgeport Rolling Mills and the old Brass Products Co., which has been installed in its factory.

Mr. Gussoff is treasurer of the company and also general manager in charge of sales while Samuel Morrison, vice president, is in charge of production. Both men are well known in the industry.

P. R. Dreyer, representative for Bertrand Frères, S. A. Grasse, France, and Constantin Mintcheff & Ketchedjief, Kazanlik, Bulgaria, left January 10 for an extended trip through the Middle West which will include stops in all of the important cities within the territory. One of the objects of the trip is to give him an opportunity to confer with his representatives in St. Louis, Kansas City, Cincinnati, Detroit, Chicago, Boston, and Philadelphia.

The Rossville Co., Lawrence, Ind. begins in this issue a series of very attractive new inserts. The first of this series will be found between advertising pages 100 and 101. The new series features alcohol made from grain, each number carrying the facsimile of a letter received by the company from a consumer of alcohol discussing this subject. Each insert bears an attractive and appropriate picture conveying an idea of the line of the business of the concern whose testimonial is reproduced.

The report of the British-American Tobacco Co., Ltd., for the year ended September 30, 1926 shows an extremely favorable condition and very handsome profits by the company. Net profits for the year after expenses and charges and reserve for taxes amounted to £6,195,817. Preferred dividends and ordinary dividends to the amount of £5,181,724 were paid leaving a surplus for the year of £2,068,453 including the carry over from last year to be carried forward.

E. M. Laning, president of the E. M. Laning Co., New York, left January 10 for a Southern trip of several weeks which will take him as far south as Jacksonville, Fla. He will return through the Southern Central states and expects to reach home before Lincoln's Birthday. Prior to his departure, Mr. Laning returned from a hunting trip with a party of friends in the State Forest adjacent to Parkerton, N. J.

H. A. Povel, a partner in Parfumerie Lérýs, Paris, and vice-president of Lérýs, Inc., New York, the American representatives of the French house, sailed for home on the *Paris* on January 15. During a visit of several weeks here Mr. Povel made his headquarters with Frank M. Prindle, president of Lérýs, Inc.

Helfrich Laboratories, Chicago, Ill. call attention in their initial announcement on page 111 to their facilities for manufacturing rouge and powder compacts, lipsticks, eyebrow pencils and other cosmetics for the trade.

Charles Salk, doing business as Vanity Box, cosmetics, 257 West 42nd street, Manhattan, has received a discharge from bankruptcy in the federal court.

Pfaltz & Bauer, Inc., 300 Pearl street, New York City, has announced the retirement from business of Henry Pfaltz, president of the company. Mr. Pfaltz has sold his stock interest in the company to Frank M. Bauer, who will continue in sole control and active management.

Pfaltz & Bauer, Inc., was established in the chemical industry on April 1, 1900. The firm was organized by Mr. Pfaltz and Mr. Bauer, who have, since that time, been in active control of its affairs. Kurt Walwer joined the firm as secretary and general sales manager in 1912, and has acted in that capacity since that time.



HENRY PFALTZ

The company started in small quarters at 286 Pearl street, but enjoyed immediate and rapid growth. In 1904 the present quarters at 300 Pearl street were secured, the move being made necessary by a rapid increase in business. Pfaltz & Bauer, Inc., has broadened the scope of its efforts throughout the country, and it now has branch offices in Los Angeles, Chicago, Cleveland, Boston and San Francisco.

Following the resignation of Mr. Pfaltz, several employees who have been associated with the firm for a number of years were made officers of the company. The new officers are as follows: Frank M. Bauer, president; Kurt Walwer, vice president; B. C. Hoffman, assistant treasurer; H. L. Fremed, secretary.

The retirement of Mr. Pfaltz from the business is keenly felt, not only by his associates but by his numerous friends throughout the trade. During his long term as head of the concern, he was largely responsible for the rapid growth in business and prestige which it enjoyed.



FRANK M. BAUER

Pfaltz & Bauer, Inc., are still acting as agents of Dr. O. Knoesler & Co., of Berlin, the first foreign account which the company secured when it was founded. Their other connections include E. DeHaen, A.-G., Seelze, Germany; A. Maschmeyer, Jr., Amsterdam, Holland; Lienau & Co., Uerdingen, Germany; E. Sachsse & Co., Leipzig; Albert Scholtz, Hamburg; Dr. F. Raschig, Ludwigshafen; Edward

Geistlich Sons, Ltd., Wolhusen, Switzerland; Woll Waescherei & Kammerei, Hanover; and Petcheff & Co., Philippopolis, Bulgaria.

Helena Rubinstein, Inc., has purchased a new building in Long Island City which is now being put into condition for the use of the company. The building is on First avenue, between Freeman and Beebe avenues. It is a two-story fireproof structure of modern type containing about 25,000 feet of floor space.

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REICH-ASH CORPORATION ANNUAL DINNER

Signal tribute was paid to Sidney Ash, founder and president of the Reich-Ash Corp. and its allied companies at the annual gathering of the employees of the corporation in the Twin Oaks Restaurant, New York City, on the evening of December 28, when 300 employees and several noted guests, including Supreme Court Judge Mitchell M. May, sat down to a bountiful repast. The dining hall was attractively decorated for the occasion and balloons, streamers and paper hats, together with Paul Specht's orchestra, contributed to make the affair one long to be remembered.

Those at the speakers' table were J. Pierson, Earl Copp, Nathan Leiman, Supreme Court Justice May, Jesse Froehlich, and Mayor William J. Dalton, Judge Simon M. Sapinsky, corporation counsel, Judge J. Charles Zimmerman, Fire Commissioner George Kuss and Judge Charles J. Weg, all of Long Beach; J. B. H. Ash, secretary of the Reich-Ash Corp., Theodore I. Schwartzman, James J. Farrell, Abraham Kesselman, Thomas J. Hogan, Louis Ludwig, and Harry Budwick. Monroe Loeb, vice-president of the Reich-Ash Corp., was chairman of the committee that arranged the affair and also acted as toastmaster. Territorial sales representatives of the company were present including Max Saltzer, from the South; H. Applebaum, from the East; Arthur Ash, New York; George A. Ellis, Canada, and L. Hines, Pacific Coast representative.

The heads of the departments were not grouped together but instead found their places with their co-workers. Among the department heads present were Louis Warshaw, general manager, Mrs. Anne Kenny, Robert Goldberg, Louis Levine, William Ritti, Arthur Loeb, general manager Silvercraft Specialty Co., Louis Nusbaum, Manny Ash, Abraham Altman, Esther Alper, Albert Caesari, Arthur Gagnor, general manager Antique Novelty Box Co., and E. Jung.

As Sidney Ash, the president, entered, the assemblage rose and sang "America," and after the hearty applause had died down, he finally found his place at the speakers' table between Judge May and Mayor Dalton. Before him was

an enormous bouquet of American Beauty roses, the gift of the department heads.

At the conclusion of the feast, Mr. Loeb read several telegrams, one from Leo Reich, formerly president, who sent good wishes along with regrets at his inability to be present on account of illness. The other messages were from invited guests who could not be present. They conveyed greetings and good wishes for a most successful and prosperous year.

Judge May was then introduced and for almost three quarters of an hour he held the audience at a high pitch by his eloquence. He pointed out the opportunity that is open in America to men who have ambition, provided they bring to the task ability, pluck and vision. He then paid a high tribute to Sidney Ash not only for his ability but for his power to radiate strength and enthusiasm to his entire organization. He especially emphasized the generous spirit of Mr. Ash, first in sitting down with his employees on an absolutely equal plane, for giving to them due credit for his marked success, and for letting them share in his success in a tangible way by the distribution of bonuses. "Such men," said Judge May, "bring prosperity and happiness. Mr. Ash refuses to look upon his associates as employees and you do not look upon him as a 'boss.' Rather the relation between you is that of friends."

Mayor Dalton also paid a high tribute to Mr. Ash who, he said, he was proud to claim as his friend. He attributed the success of the company largely to the loyalty of the entire organization and predicted that the greatest growth is still ahead of the company.

Abraham Kesselman, George Kuss, Earl Copp, Judge Sapinsky, Judge Weg, Jesse Froehlich, Thomas Hogan, and Nathan Leiman in a similar vein paid tributes to the ability, the dynamic personality, the generosity and the thoughtfulness for his employees displayed by Mr. Ash.

The last speaker was Sidney Ash. Mr. Ash outlined the growth of the company since it was founded nine years ago



SIDNEY ASH

and the organization of the two subsidiary companies, the Antique Novelty Box Co. and the Silvercraft Metal Specialties Co. He also gave some figures showing the remarkable growth of all three companies, and predicted that ground would be broken by the company in 1927 for one of the largest plants of its kind on land which has already been purchased in Long Island City. Mr. Ash then addressed himself to the employees. "I have had great assistance from you and to you all I owe my tremendous success," he said. "No money I can present you can repay you for your marvelous work." Mr. Ash then spoke in particular of the work of his department heads. His remarks being largely of a confidential nature, cannot be reproduced here.

When Mr. Ash concluded a storm of applause broke which did not subside for fully ten minutes, and then only after Mr. Loeb had repeatedly sounded his gavel to introduce J. B. H. Ash who distributed bonuses to all the employees. In addition to the bonuses, souvenirs were given to the women and cigars and cigarettes to the men. Following the feast, dancing was enjoyed until an early hour the following morning.

George E. Davis and William Orem have formed the corporation of Davis & Orem, Inc., New York, which will



WILLIAM OREM



GEORGE E. DAVIS

own and market the newly patented "Push-Tite Sprinkler" invented by Mr. Davis and advertised on pages 68 and 69. The corporation also plans to secure the United States sales agency for one or two other items which will be announced later. The offices are located at 237-239 Lafayette Street, New York City. The new company has received numerous requests for information regarding this sprinkler top and anticipate a steady and rapid growth in its sales.

Mr. Orem was formerly vice-president in charge of mid-western sales of Carr Lowrey Glass Co., with headquarters in Chicago. He resigned this position on December 31st after a period of about twenty-five years with the company, but remains as stockholder and director.

Francis J. French has been elected by the directors of the R. T. French Co., Rochester, N. Y., as president. Mr. French succeeds his brother, the late George J. French, whose death is reported on page 621 of this issue.

Merchants' Association of New York forwarded to representative business men a ballot upon which numerous questions regarding the settlement of commercial disputes by arbitration are printed.

J. Leshin, sales manager of the Majestic Metal Specialties, Inc., New York City, is taking an extended trip through the West and Middle Western territories in the interests of his company. Mr. Leshin is carrying a full line of samples for the coming season and is calling upon all of the principal buyers of these products.

Polak's Frutal Works, Inc., New York City, remembered its friends at Christmas time with a most useful gift in the form of a limp leather folder for private papers to be used as an accessory on the business man's desk. The words "Private Papers" and the recipient's name appears in gold lettering.

Andron Hygienic Co., New York City, manufacturers of Latherite, have secured larger quarters at 101 West 31st street. The rapid growth of the company's business necessitated this move which will doubtless greatly facilitate operations of the company.

E. Lelong, Inc., New York City, representative for Société des Produits de Synthèse Sopros, Paris, France, and Payan & Bertrand, Grasse, France, announces the appointment of Joseph DeLorme, Chicago, Ill., as Middle West representative.

Belgian Trading Co., New York City, illustrate seven new designs in perfumer's glassware in their announcement on advertising page 31. In their companion announcement on page 30 the company calls attention to its specialties for the toilet preparations trade.

A. E. Williams, general manager of the California Perfume Co., New York City, has returned from an extended visit through the Middle West and Canada where he called on representatives of the company and visited the branch office in Kansas City, Mo.

In the current issue of the *Scientific American*, there appears an interesting article by Milton Wright discussing the career of William Garfield Kendall and his connection with the toilet preparations industry under the heading, "Inventors Who Have Achieved Commercial Success."

F. J. Stokes Machine Co., Philadelphia, Pa., begin on page 101 the first of a series of new announcements dealing with the use of Stokes equipment for increasing and making production more efficient.

Empire Mirror Works have announced their removal to more convenient quarters at 1610 St. Marks avenue, Brooklyn, N. Y. The company has been established in its new location since December 21.

D. F. Nealon, chief chemist of the National Toilet Co., Paris, Tenn., is the proud father of a baby boy, Daniel Fisher Nealon, Jr., weighing seven and three-quarter pounds. Young Mr. Nealon arrived December 19.

Compagnie Parento, Inc., whose New York office has been located at room 603, 507 Fifth avenue, moved on January 1, to room 307 in the same building where more spacious and convenient quarters have been taken for the coming year.

American Perfumers' Laboratories, Inc., New York, closed down at noon December 24 to enable all of its employees to celebrate in a tangible way the successful year which was rapidly nearing its close.

The offices and laboratories had been attractively decorated with bunting and Christmas holly, wreaths and bells, and accordingly formed an ideal setting for the informal time which was enjoyed during the afternoon. Refreshments were served after the games and dancing. All of the officers, including Donald Dunbar, president; A. E. Mullen, vice president; T. E. Ryan, Jr., 2nd vice president; and B. H. Krueger, were present.

The seventh annual sales conference of Magnus Mabey & Reynard, Inc., New York City was held at the home office of the company, December 21 and 22. These gatherings have been most enjoyable affairs in the past and the latest one in the series was no exception. The program for the convention was arranged by Joseph Baird Magnus, vice-president of the company. It included, in addition to the regular work of the gathering, a banquet and entertainment at the Hofbrau Haus. Professional entertainers supplemented the address by P. C. Magnus, president of

the company and various members of the staff of salesmen.

A most interesting feature of this year's session was the admission of two new members to the Twenty Year Club of the company. A. Belknap Foster and Dr. Frederick W. Brown, the former the senior salesman and the latter the chief chemist of the company, both celebrated twenty years of continuous service at the close of 1926. Each of them was presented with a silver service by P. C. Magnus acting in behalf of the company. Both responded at the banquet to a brief address of congratulation and recognition of their faithful service for so many years. The accompanying photograph shows Mr. Foster, P. C. Magnus and Dr. Brown at the offices in New York at the time of the convention.

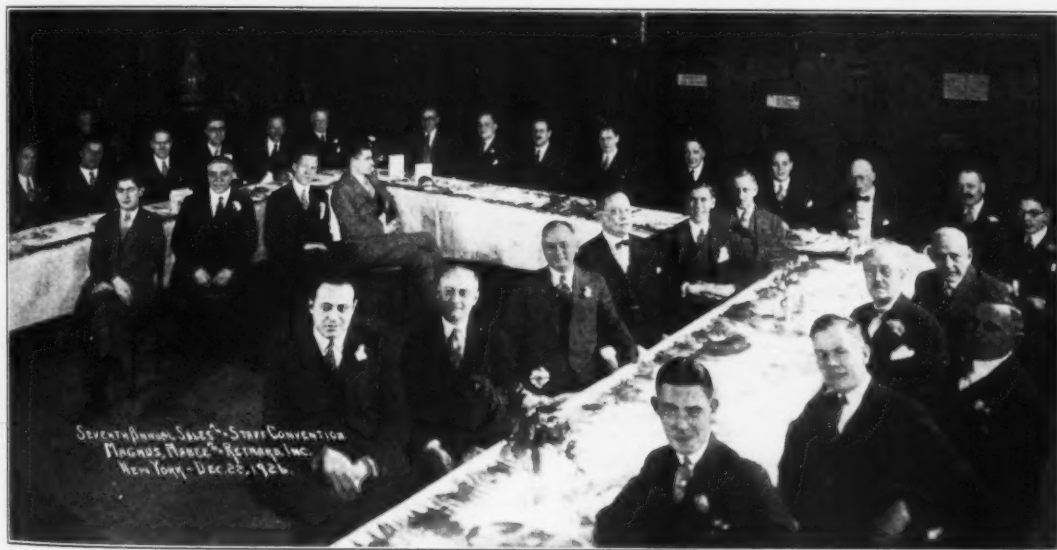
The dinner at the Hofbrau Haus closed a most successful meeting. Thirty members of the staff were present at the dinner at which J. Baird Magnus presided.

The Twenty Year Club of the company, founded by the late P. C. Magnus, Sr., has had the following members: P. C. Magnus, Sr., who completed twenty years with the company in 1915, William Spellman and E. A. Lessels in 1918, Mrs. I. E. King in 1923, Fred Siegel and John Tidaldi in 1925 and A. B. Foster and F. W. Brown in 1926.



A. B. FOSTER, P. C. MAGNUS AND DR. F. W. BROWN

ANNUAL BANQUET OF MAGNUS MABEY & REYNARD, HOFBRAU HAUS, NEW YORK CITY, DECEMBER 21, 1926



OUTSIDE TABLE, LEFT TO RIGHT: George H. McGlynn, Henry J. Becker, Terra Haute, Ind., D. B. B. Stucke, F. T. Comstock, Chicago, E. A. Lessels, H. W. Mitchell, Montreal, Joseph Dryer, Newark, N. J., P. C. Magnus, F. W. Brown, J. Baird Magnus, A. B. Foster, Rochester, N. Y. Robert B. Magnus, Frederick Rauch, William Franklin Fisher, Frederick Siegel, E. B. Houghton, Charles Kollmar, E. D. Bruce, Atlanta, Ga., A. J. Johnson. INSIDE TABLE: Irving Goldman, John Tedaldi, M. Stanley Barker, A. H. Downey, Milton Stern, Carl Rieman, Arthur Ankersmit, P. I. Coryell, Philadelphia, W. E. Hanlon and Parker L. Tirrell, Boston.



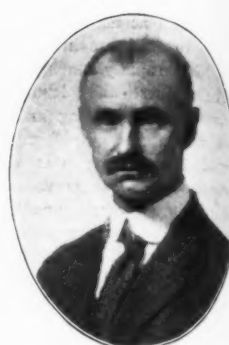
ARTHUR FORTUNE,
Elected President



LOUIS J. FREUNDT,
Retiring President



JOSEPH O. DELORME,
Vice-President



WALTER L. FILMER,
Secretary

FORTUNE HEADS THE CHICAGO ALLIES

The annual election of the Chicago Perfumery, Soap & Extract Association for 1927 has resulted in the choice of Arthur Fortune for president. Mr. Fortune, who is a veteran member of the association, is a vice-president of Morana, Incorporated and general manager of the company's western office, being also president of the Acme Compact Puff Co., of Chicago, besides figuring in civic activities.

Other officers are: Vice-president, Joseph O. DeLorme; secretary, Walter L. Filmer; executive committee, Harold E. Lancaster and H. D. Crooks.

A good turnout of members of the association attended the semi-monthly dinner at the Hamilton Club on January 5. The association ended the year with a nice sum in its treasury and it was voted to get out a directory of the members with their business addresses and telephone numbers as there has been a need for such service for some time.

Secretary Filmer was on the job as usual and reported that much interest was being taken in the association by the trade. Chairman A. G. Schneider and the members of the banquet committee were given a vote of thanks for the manager in which the annual banquet and dance at the Edgewater Beach Hotel was put over last month.

Following are the committees for 1927:

H. M. Shea, for several years connected with the leading extract and beverage manufacturers, recently resigned as manager of sales of the beverage division of the Citrus Products Co., and is now associated with the Wm. J. Stange Co., Chicago, as sales manager for that company.

The Wm. J. Stange Co. is one of the oldest in the mid-west territory having been established in 1870 and has built up a large trade in extracts, colors and other products for the manufacturing trade. Mr. Shea will devote his time to the selling end of the business and his many friends in the trade wish him success in his new position.

Bauer & Black held a three days convention and sales conference on December 28, 29 and 30 at the Drake Hotel. More than 130 members of the sales force from various parts of the country and their wives were guests of the company and several entertainment features were given during their stay in the city. R. A. Whidden, recently elected vice-president, and other executives of the company addressed the salesmen on the outlook for 1927 and the plans of the company for a banner business for this year.

Executive Committee—Arthur Fortune, Morana, Inc.; Jos. De Lorme, Riviera Products Co.; W. L. Filmer, Monsanto Chemical Works; H. E. Lancaster, Marshall Field & Co.; H. D. Crooks, John Blocki, Inc.

Legislative Committee—Thomas J. Hickey, Chairman, Attorney; Frank Z. Woods, Frank Z. Woods; Paul H. Pettit, Lady Grey Co.

Membership Committee—F. S. Dedrick, Chairman, Jas. S. Kirk & Co.; D. M. Clark, Franco-American Hygienic Co.; J. H. Neumann, Neumann-Buslee & Wolfe, Inc.; W. H. Muttera, Armstrong Cork Co.; Euclid M. Snow, Malinckrodt Chemical Works.

Bowling Committee—H. D. Crooks, Chairman, John Blocki, Inc.; A. C. Drury, A. C. Drury & Co.; A. M. Burgh, C. W. Beggs, Sons & Co.

Publicity Committee—Joseph Esler, Chairman, AMERICAN PERFUMER; L. J. Freundt, American Can Co.; H. J. Sweeney, American Distilling Co.

Entertainment Committee—A. J. Dedrick, Chairman, Edward T. Beiser Co.; A. G. Schneider, Victor Chemical Works; Clarence Morgan, Clarence Morgan & Co.; Dudley F. Lum, Givaudan-Delawanna, Inc.; C. A. Seguin, C. A. Seguin Co.

The Northern Jobbing Company will hold their semi-annual sales convention and display of cosmetics and other products sold by the company during the week of January 24th, at the Palmer House, where they have reserved a much larger space than they had at the last meeting and display.

Billy B. Van, distributor of Pine Tree Soap, New York and Newport, N. H., addressed the Food Products Club at its annual meeting at the Sherman Hotel on January 13th. A large attendance of the members of the organization listened to Billy with much interest.

W. G. Peckham, president and M. C. Eaton, assistant general manager of the Norwich Pharmacal Co., of Norwich, N. Y., were visitors at the Chicago offices of the company last month.

H. I. Ross, of the U. S. Bottlers' Machinery Co., has returned from an extended Southern business tour. Mr. Ross reports a successful trip.

CHICAGO CHEMICAL TRADES' BANQUET

More than five hundred representatives of the drug, chemical and allied trades sat down to the annual Christmas banquet of the Chicago Drug and Chemical Association on December 21 at the Furniture Club in the Furniture Mart Building on Lake Shore Drive. Good fellowship was the keynote of the evening and visitors from the trades in other cities were certainly pleased at the way the banquet and entertainment program was handled.

With noisemakers, carnival hats and plenty of white rock and ginger ale, the diners made an event of the meal, during which the following acts appeared under the management of Joe Coffey: The Homosassa Syncopators, who played and sang throughout the evening, Gladys Kearns, queen of cabaret, Virginia Dean, vocalist and dancer, Gladys Mintz, sensational dancer. The cabaret part of the show closed with King and Burns in their whirlwind dance number.

After the smokes the members and guests hurried to the athletic room of the club where seven boxing numbers, a live wrestling match and Emil Brugello, strong man, furnished two hours of athletic entertainment that satisfied all. Everybody fortunate enough to be present, voted the evening one of the best in the history of the association.

On leaving for home each participant received a large cloth bag of souvenirs that were contributed by firms throughout the country, including the following:

Mennen Co., Kolyos Co., Richard Hudnut, L. T. Piver, Inc., Armstrong Cork Co., Illinois Glass Co., Bon Ami Co., James S. Kirk & Co., Wildroot Co., U. S. Industrial Alcohol Co., Delica Laboratories, Rumford Chemical Works, Orangeine Chemical Co., Kondon Manufacturing Co., Fuller-Morrisson Co., Sharp & Dohme, Emerson Drug Co., Norwich Pharmacal Co., W. C. Ritchie & Co., Eli Lilly & Co., Anasarcin Chemical Co., Inc., Parke, Davis & Co., William Wrigley, Norida Perfume Co., Abbott Laboratories, Bayer Co., Inc., J. B. Williams Co., Lambert Pharmacal Co., Schering & Glatz, Inc., Kimble Glass Co., S. B. Penick & Co., Green Oil Co., Owens Bottle Co., Coca Cola Co., B. Heller & Co., G. D. Searle & Co., Joseph Triner Co., Anheuser-Busch, Inc., W. H. Luden, Church & Dwight Co., Pepsin Syrup Co., A. J. Dooley, L. W. Hoyt, Tanglefoot Co., C. A. Zoes, Smith Bros., Edelweiss Products, C. A. Mosso, Pacific Coast Borax Co., Horlick's Malted Milk Co., Wing & Evans, American Chicle Co., Wm. Cooper & Nephews, Inc., Border Sales Co., Life Savers, Inc., Bauer & Black, Lamont-Corliss Co., Dobler & Co., Foley & Co., and others, including purveyors of ginger ale and other soft drinks.

The Chicago Drug and Chemical Association is one of the liveliest organizations of its kind in the country and with a constantly increasing membership and the monthly get together dinners held at the Hamilton Club, is making a name for itself in the western territory. The following are the officers of the club: C. P. McConnell, president; Wm. Loewenstein, vice president; A. Fortune, treasurer; F. T. Comstock, secretary.

The following were members of the banquet committee who had charge of the annual event. Wm. Loewenstein, chairman; H. C. Arms, J. B. Day, Lester B. Gordon, Dr. A. W. Hobart, O. M. Krembs, L. A. Lanigan, Wm. O'Neill, P. A. Rising, Dr. C. H. Searle, A. C. Stepan, C. P. Van Schaak.

The Rex Mineral Soap Co. has opened offices at 444 West Grand avenue, Chicago. W. W. Milroy has been named sales manager of the company.

IN MEMORIAM FOR DEPARTED FRIENDS

BAAR, JOHN X., proprietor of the Long Island Soap Works, Brooklyn, N. Y., January, 1916.

BUCHAN, JOHN, Buchan Soap Co., Cleveland, O., January, 1909.

BURR, EDWIN HENRY, New York manager for Roure-Bertrand Fils and Justin Dupont, New York, January, 1920.

EAVENSON, LEWIS LINCOLN, soap manufacturer, Camden, N. J., January, 1914.

FAVOR, OTIS S., pioneer soap manufacturer of Chicago, January, 1915.

HENDERSON, ALEXANDER D., California Perfume Co., New York, at his home, Suffern, N. Y., January, 1925.

KILLEEN, MICHAEL, father of Edward V. Killeen, of George Lueders & Co., New York, January, 1912.

KIRK, MILTON W., president of James S. Kirk & Co., Chicago, January, 1916.

MARSH, FRANK B., ex-president Manufacturing Perfumers' Association, New York City, January, 1918.

MILLER, SAMUEL M., Miller Soap Co., East Penn. Junction, Pa., January, 1911.

MONTGOMERY, JAMES MOORE, vice-president and general manager, Richard Young Co., New York, January, 1924.

MORENA, JACQUES A., Charabot et Cie, Grasse, January, 1910.

PAPPAZOGLU, M. DONTCHO B., of Botu Pappazoglou & Co., Kazanlik, Bulgaria, January, 1919.

REMINGTON, PROF. JOSEPH P., chairman Committee on Revision U. S. P., Philadelphia, January, 1918.

SELICK, CHARLES HENRY, perfume manufacturer, New York City, January, 1917.

SMITH, ROBERT WALTON, essential oil importer, of New York City, January, 1924.

TOENNIES, FERDINAND E., president of Heine & Co., New York, January, 1919.

WINDSOR, MILLARD F., president of Windsor Soap Co., Inc., Buffalo, N. Y., January, 1920.

George J. French

George Jackson French, president of the R. T. French Co. died in Rochester, N. Y., December 19, after an illness of two months.

Mr. French was born at Elmira, N. Y., on November 5th, 1854, the son of Robert T. and Frances Jackson French. In his early youth he went to Brooklyn, and was educated at Columbia University.

After leaving college, Mr. French went to St. Paul, Minn., where he lived for five years. In 1879 he married, and two years later moved to New York, where he joined his father's spice business. A steady growth in that business necessitated a transfer to Rochester in 1885, when the R. T. French Co. was organized. On his father's death in 1889, George J. French succeeded to the presidency of the company, which office he held until his death.

Of high integrity, and possessing a strong personality, Mr. French was a shrewd judge of spices and men, and by strenuous and unending attention to detail he built up a large and flourishing organization, which today distributes its products nation wide.

Mr. French was one of the chief founders of the American Spice Trade Association, and had always taken the keenest interest in its progress.

He was buried in Mount Hope Cemetery, Rochester, on December 22nd, amid widespread manifestation of sympathy.

Moses Plough

Moses Plough, vice-president of Plough Chemical Co. of Memphis, Tenn., and for 33 years one of the most popular business men in that city, died December 8 at his home in Memphis on the eve of a contemplated trip to Miami, Fla. He was 65 years old.

Mr. Plough came to Memphis 33 years ago and shortly thereafter entered business as proprietor of a retail furniture store. In 1910, with his son, he was instrumental in organizing the Plough Chemical Co. Upon the incorporation of this company in 1918, he became vice-president and shortly after sold his interest in the Plough Furniture Co. to his son Sam, who still operates this business. In addition to his connection with the Plough Chemical Co., Mr. Plough was vice-president of Battier's Pharmacy, also in Memphis.

Born at Philadelphia, he went to Aberdeen, Miss., when but 13 years of age. At 19, he returned to Philadelphia and five years later went back to Mississippi, settling in Corinth. After eight years in that city he moved to Memphis and started his successful business career.

He leaves his widow, four sons and two daughters. Funeral services were held at Temple of Congregation Children of Israel December 10.

Mrs. Catherine Ogilvie

Mrs. Catherine Ogilvie, mother of the seven Ogilvie sisters, hair specialists and beauty parlors, died December 22 at her home in New York City. She was born in Dublin, Ireland, seventy-four years ago and came to this country at the age of sixteen.

In 1873 at New Haven, Conn., she married John Ogilvie, of Lochee, Scotland. They resided for thirty years in San Francisco, where Mr. Ogilvie died in 1903. They had eight children, all of whom survive: Miss Gladys Ogilvie, Miss Jessica Ogilvie, Mrs. John Curry, Mrs. John MacInnis, of New York; Mrs. Lawrence Carter, Paris; Miss Georgina Ogilvie, en route to Cairo; Miss Elizabeth Ogilvie and William Ogilvie, Washington, D. C.

Requiem mass was celebrated in the Church of the Blessed Sacrament and the interment was in the Gate of Heaven Cemetery, New York.

Dr. John A. Wesener

Dr. John A. Wesener, president of the Columbus Laboratories, died recently at his home in Chicago. He was 61 years old.

Dr. Wesener was graduated from the University of Michigan and from the College of Physicians and Surgeons in Chicago. He came to Chicago in 1890. He was professor of chemistry in the medical department of the University of Illinois from 1891 to 1898. He was a member of the American Medical Association, the Chicago Athletic Association, the Indian Hill Athletic Country Club, and the Lake Shore Athletic Club.

He is survived by his widow, Lila, and by one brother, Hugo G. Wesener.

James W. Campbell

James W. Campbell, pioneer glass manufacturer, died in Pittsburgh, December 30, at the age of 90. Mr. Campbell was born in Pittsburgh in 1836 and was connected with several glass manufacturing companies during his long career in the industry.

Roscoe Brunner

Roscoe Brunner, director of Brunner, Mond & Co., British alkali manufacturers, was found dead at the home of his daughter in Roehampton, England, on November 3. Mr. Brunner, according to the details brought out at the inquest, had, in a fit of mental aberration, shot and killed Mrs. Brunner and then turned the gun upon himself. Evidence brought out at the inquest showed that Mr. Brunner had resigned the chairmanship of the company at the beginning of 1926, that he had been in ill health for some time and that the fact of his non-inclusion in the board of directors of the new Imperial Chemical Industries, with which his company was merged, had preyed seriously upon his mind. Mr. Brunner was 55 years old at the time of his death. A daughter, in whose home the tragedy took place, survives.

Eugene W. Durkee

Eugene W. Durkee, owner of E. R. Durkee & Co., Elmhurst, Long Island, N. Y., died of pneumonia following an operation for appendicitis on December 9. He was 76 years of age and is survived by two daughters, Emma W. Durkee and Mrs. Christopher J. Mileham.

Mr. Durkee entered the firm in 1872, succeeding the founder, his father, as president in 1884. He was one of the organizers of the American Spice Trade Association, serving it as president, and at one time was a member of the Flavoring Extract Manufacturers' Association. Mr. Durkee belonged to the New York Athletic Club, Downtown Association, Union League, Metropolitan Opera, National Arts and other organizations.

Galen L. Stone

Galen L. Stone, a director and member of the executive board of the Mathieson Alkali Works, died December 26 at his home in Brookline, Mass. Mr. Stone was a member of the firm of Heyden, Stone & Co., stockbrokers and his connection with the Mathieson company arose out of the financing of the company. He was 63 years old at the time of his death. He leaves a widow, one son, and three daughters.

Sir William A. Tilden

Sir William Augustus Tilden, D. Sc., F. R. S., died on December 11 at Northwood, Middlesex, England, at the age of 84. He was born in London in 1842 and received his technical education in London schools. He became Professor of Chemistry at Mason College, Birmingham, and in 1894 at the Royal College of Science.

Elisée Séve

As we go to press we learn that Elisée Séve, a member of the firm of Pilar Frères, died suddenly December 25 of a heart attack. Pilar Frères are represented in this market by Benjamin French, Inc. We hope to have a more extended notice and a photograph of Mr. Séve in our February issue.

Lee Kohns

Lee Kohns, president of the New York Board of Trade and Transportation from 1917 to 1924 died January 18 at his home in New York. Past Presidents and Managing Directors attended the funeral in a body.

BOOK REVIEWS

(Copies of Books Reviewed in this Column, and Other Works Useful to Our Readers may be Obtained through the Book Department of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, 14 Cliff street, New York.)

ARITHMETIC OF PHARMACY, A. B. Stevens, 158 pages, 5 x 7 inches. Cloth. D. VanNostrand Co., New York, 1926. Price, \$2.00.

The fifth edition of this standard text book for students of pharmacy follows the lines laid down in previous editions. The subject matter has been revised and re-edited and in addition to the other matter presented, saturation tables have been added. The answers to problems have been eliminated since the adoption of the book as a text book by many schools of pharmacy.

The general plan of the book is excellent. Its purpose is to give the student of pharmacy actual practice in working out the numerous arithmetical problems which he will meet with in actual practice of his profession. The problems are of a practical sort and the model solutions are clear and definite. Printing and binding are satisfactory, if not elegant. Undoubtedly the work is well suited to the purpose for which it is intended.

DISTILLATION DES PLANTES AROMATIQUES ET DES PARFUMS, R. M. Gattefossé, 152 pages, 94 illustrations. Paper covers. Desforges Girardot & Cie. Paris, 1926. Price 80c.

This is a technical treatise on the distillation of essential oils with illustrated descriptions of the apparatus used. The author traces the history of the distillation and extraction of aromatics, describes the apparatus which was used in earliest times and shows the similarities and differences of modern apparatus as compared with ancient practice in this very old industry. Technical matters concerned with the yield of oils and matters of fuel and water economies in distillation are gone into at some length.

A special chapter is devoted to the recovery of essential oils from waste water a subject with which the author is particularly familiar. Another section is devoted to rectification and the removal of terpenes. Included as well is a review of modern extraction apparatus for organic solvents.

The book is quite generously illustrated and will doubtless be found of some value to those engaged in the technical problems of essential oil production and purification.

THE CHEMICAL CATALOG. Eleventh Annual Edition. Quarto. 1175 pages. The Chemical Catalog Co., 1926. Rented on special terms.

The present edition of this admirable trade directory is gotten up in the usual style although the directory pages have been materially expanded. The book is undoubtedly of value. The present reviewer has used it himself and has found its information unusually accurate and comprehensive. It is, perhaps, a little too ponderous for general office use, a fault which could hardly be overcome without dividing it into volumes. Such action would undoubtedly militate against its usefulness and success. Not the least interesting feature of the work is the advertising section. It is well worth reading and more than well worth reference by the possible buyer of chemicals or supplies. The whole is attractively bound and we have every reason to believe that it will be received as gladly by the trade as have other editions of the series.

"PRODUITS SYNTHÉTIQUES DE PARFUMERIE," and "PERFUMES SINTÉTICOS," issued by Polak & Schwarz, Zaandam, Holland.

These two booklets are translations of "SYNTHETIC PERFUMES; PRACTICAL HINTS ON THEIR USE," which was published by Polak & Schwarz in November, 1925, and which won general commendation in both scientific and trade circles. The original booklet, printed in English, was devoted primarily to synthetic aromatic chemicals and was so successful that the firm decided to enlarge the number of its readers by issuing translations in both the French and Spanish languages.

"Produits Synthétiques de Parfumerie" is the French version and "Perfumes Sintéticos sus Caracteres y Aplicaciones" is the title of the Spanish edition. The translators have done their utmost to make the translations of real value to all those interested in the making of perfumery, in addition to presenting them in pleasing and attractive typography. As a result of their enterprising efforts the booklets under review contain articles not available in time for use in the English book. The firm says:—

"Care has been taken that the technical and scientific information given in these books should be safe and trustworthy in every respect. We trust that in issuing them we have performed a benefit to the industry."

The exclusive agents for the United States and Canada are the Wangler-Budd Co., Inc., 35 Fulton Street, New York City. Representatives of the Wangler-Budd Co., Inc., are Ira Bennett, Philadelphia; William A. Susanka, special; A. C. Drury & Co., Chicago.

NEW PUBLICATIONS, PRICE LISTS, ETC.

O. A. BROWN CO., INC., has just issued a wholesale price list covering the numerous products handled by the company. The booklet is attractively arranged and printed and completely indexed for ready reference. In it, the company calls particular attention to the artificial and floral products manufactured by Chemical Works Flora, Dubendorf, Switzerland. Another interesting section is that devoted to the line of "Mao" liquid colors for use in perfumes, toilet waters and the like. In the back of the booklet are conversion tables from English to metric units.

FREDERICK CHRIST, Detroit, Mich., who is known in the trade as perfumer for Frederick Stearns & Co., has issued his 1927 catalogue and price list on gladioli in which he is a specialist. Bulbs of several hundred varieties are offered by Mr. Christ who also urges enthusiasts to enroll in the American Gladiolus Society.

SCHIMMEL & Co., Miltitz, Germany, whose American representatives are Fritzsche Brothers, Inc., New York City have issued a circular calling attention to their line of "Fixoresins." The circular quotes from the *Perfumery and Essential Oil Record* which outlines the purpose and value of these products in part as follows:

"By far the greatest problem of the toilet soap industry is that, combined with low costs of both perfume material and base, the perfumes must be prominent and lasting. The modern tendency is therefore towards the increasing use of fixatives giving the utmost stability to the odor and without the drawbacks of comparative costliness or of an intensity of color detrimental to the production of the light-colored soaps now so much in public favor. We feel confident, from

the experiments we have made, that the 'Fixoresins' of Messrs. Schimmel & Co. very creditably meet these requirements, and also round off and increase the volume and lasting power of the perfume material.

"Taking as our standard the cheapest grade milling soap base containing 1 pound per cwt. of perfume compound, we adopt the following as rather a severe test for comparatively trying out perfume material—5 grams of the soap so prepared, in 100 cc. of alcohol, is boiled under a reflux condenser for four hours on the water bath; after that time, strips of blotting paper are dipped into the alcoholic solution for comparison of odor. In this way having had small samples of soaps prepared by the milling process with perfumes made with (1) usual fixative, (2) 'Fixoresin' instead of usual fixative, (3) as 2 with 10 per cent less perfume, we found a distinct improvement upon the usual fixative, and that a saving of 10 per cent on the perfume material, using 'Fixoresin,' gave results equalling those from the usual fixative. Comparing the keeping qualities of the samples we found the 'Fixoresin' samples better than from the usual fixative. The results are sufficient to demonstrate that a saving of material can be made with advantage by the use of the 'Fixoresins.'

"Colorless perfumes are much in vogue these days, and the 'Fixoresins' are therefore especially useful in the preparation of extracts; they render the perfume sweet and lasting."

F. N. BURT COMPANY, LTD., Buffalo, N. Y. have issued a circular on the use of the set-up paper box instead of the folding box for the packing of tubes. The company writes:

"Many users of tubes for creams, tooth-paste, etc., are seriously considering the use of the set-up paper box instead of the folding box for marketing the tube. This is certainly a move in the right direction and one which will be appreciated by the trade and more so by the consumer.

"There are a number of reasons why putting the tube in a set-up box instead of a folding box is of great advantage. Among these reasons are—

"That it elevates the quality of the package from the cheap class.

"That being more solid and substantial in appearance and to the touch, it creates a much better impression on the ultimate consumer.

"The set-up box offers greater possibilities for making a beautiful and appealing package.

"It offers better opportunities for boxing and displaying an additional sales bait such as a small accessory to use in connection with the contents of the tube, making a combination package of it.

"It offers more lasting advertising benefit to the manufacturer since a strong, substantial box is not usually thrown away as soon as a flimsy one.

"Being a more beautiful, more useful and more practical box, it unconsciously makes the consumer more satisfied as to the quality of the contents.

"The set-up box is really necessary to protect tubes of cream, tooth-paste, etc., in a traveling-case. Most traveling-cases are packed to the limit and if the tube is not properly housed, the contents are crushed out and serious trouble results. Then, too, in using the contents of the tube, some of it is liable to remain on the outside of the tube, and if the latter is not fully protected by a stiff paper box, damage may result. It would therefore seem logical to place these tubes in a set-up box rather than in a folding box."

P. R. DREYER as representative of Constantin Mintcheff & Ketchedjief, Kazanlik, Bulgaria, has issued an interesting circular describing the properties of Sdravez as a new perfume material which this company is now offering in the American market.

Mr. Dreyer, after calling attention to the fact that samples of this oil have been received, states that it gives off a very powerful odor somewhat resembling a mixture of geranium and sandalwood.

The circular reads in part:

"The oil is derived from the sdravez plant, *Pelarganium Bulgarica*. The plant is a grasslike perennial reaching a height of about 60 centimeters. It has a seven tongued leaf borne upon a leaf stem about 20 centimeters long. The blossoms are rose colored and grouped in pairs. They droop when done blooming. The calyx is in five parts and the corolla is formed of five petals.

"The popular name of the plant signifies 'health plant.' It received this name probably from a popular superstition that it brings health when kept in the house. The women are fond of wearing it on account of its handsome appearance and agreeable odor. It is especially the custom to wear it to church on Good Friday.

"The plant grows in moderately damp places and is also cultivated to some extent. It blossoms from June to August. It remains green throughout the winter and does not lose its leaves nor dry up. When dried, it retains its pleasant odor for some time."

UNGERER & Co., New York, have issued the January-February number of *Ungerer's Bulletin*. In addition to the usual price lists of the company's products and those of the concerns which it represents in the American market there is a most interesting review of conditions in the raw material field during 1926. General conditions in Grasse are discussed at some length and there are special reviews of lavender, geranium, Italian oils, artificial musks, limes and Chinese oils. Australian sandalwood, Bourbon ylang ylang, Manila ylang ylang and peppermint are also included in the report.

Special attention is given in the bulletin to a new product, developed by M. Naef & Co., Geneva, under the trade name "Exaltone." This product, which is offered by the company for the first time, is, according to the announcement, "not an imitation of natural musk; it is an exact duplication of the perfuming principle of musk. Its relation to natural musk is that of vanillin to the vanilla bean with the difference that grain musk contains nothing of perfuming value except the muskone which is now available, 100% pure, as 'Exaltone.'

"A thousand ounces of the best Tonquin grain musk contains only fourteen ounces of the perfuming constituent making this amount, fourteen ounces, of 'Exaltone' equivalent in value to a thousand ounces or about \$32,000 worth of musk.

"'Exaltone,' which is readily soluble in the usual solvents, is recommended for use in solution, one part to one thousand, the tincture to be employed in the same way as regular tincture of grain musk made four ounces to the gallon. Not only is the 'Exaltone' tincture more economical and absolutely uniform but it is wonderfully effective in amalgamating and backing up the other constituents of a perfume composition and accomplishes remarkable results."



MONTREAL

MONTREAL, January 15.—Cheerful is the aspect of the perfumery and allied trades as they look back this month over the trade of New Year's, and forward toward the outlook for the present year.

New Year's trade was good. Trade in general is good. The people are prosperous and look as if they would have money to spend this year. The P. A. T. A. is getting another chance to prove that it is a useful adjunct to the social system of Canada, and not a combine in restraint of trade.

At this writing, the inquiry for which the P. A. T. A. asked is in adjournment. They opened early in January, and adjourned in order that they might organize their proceedings. The committee inquiring consists of F. M. McGregor Registrar of Combines Act; L. V. O'Connor, presiding, Harry Hereford, and they are assisted by Alex Cinq Mars and F. S. Mearns, counsel for the P. A. T. A., A. R. McMaster, K. C., counsel for the Federal government, Sir William Glyn Jones, chairman of the P. A. T. A., and J. C. McRuer, counsel for the P. A. T. A.

The association has big hopes as to the outcome of this inquiry.

Looking back toward the Christmas and New Year's trade, it is noted that the practice of pushing perfumery and toilet goods as gifts is growing, and is having the desired effect on the Christmas and New Year's trade, in bringing a share of this business to the perfumer. There is a feeling among some sections of the trade, that the suitability of perfumery products for gift purposes could be urged still more.

Winter sports are being pushed more strongly every year in Montreal and Quebec, and official reports show that each winter sees a larger contingent of visitors from the States. From Christmas to end February there is consequently a growing market for American toilet products, to meet the increasing demand from visitors from the south who are glad to find the lines they are accustomed to, available in the drug stores where they are visiting.

Special cars have been arranged for to take the Montreal delegates to the national convention of the National Hairdressers' Association in Toronto early in February.

The Montreal branch is organizing a supper dance for an early date, to which all the women hairdressers of the city will be invited.

Two well known Montreal drug store proprietors died on New Year's Day. Joseph Wilfrid Lecours, who was also professor of pharmacy at the University of Montreal, passed away at the age of 57, and Thomas F. Lyons, president of Lyons Cut-Rate Drug Stores, aged 36, died in Royal Victoria Hospital.

TORONTO

TORONTO, January 15.—This is a period of stocktaking, statistics and planning for newer and bigger things. Business in Canada is decidedly on the upward trend. This applies equally well to the soap and perfume as it does to general trading. All the Toronto houses interviewed as to prospects for the year state that they expect this to be the banner year in the sale of their products.

Importance of the Canadian Department of Customs and Excise as a collector of revenue for the past fiscal year shows that imports totalled a value of \$1,003,485,204 and exports, \$1,320,530,204; a total trade of \$2,324,015,408, an increase of \$218,000,000. One of the striking features of the department's annual report is the remarkable increase shown in Canadian exports to Germany since the war. In 1920 the exports to that country totalled \$655,826, and 1926 showed exports from this country there totalled \$30,000,000. There has also been a marked increase in trade with the Orient, especially China and Japan, during the past ten years.

Another indication of better business is shown in the returns made through Dominion income taxes. Last year Canadians paid \$56,197,056, with Montreal leading all other centers, though Ontario as a province paid nearly half the amount collected.

In an article on beauty shops published in one of our local papers recently the statement was made that of Toronto's population of six hundred thousand, 243,000 women patronize these beauty shops every fortnight. Three years ago there were 100 of these depots; now there are 250 where four or more assistants are engaged, with an additional 200 where the proprietor has one assistant helping. The statistician who worked on these figures estimates that Toronto pays \$13,000,000 annually for feminine aids to beauty, including perfumes, etc.

Investigation into the alleged combine among Canadian druggists opened in Montreal on January 7, with Commissioner L. V. O'Connor presiding. A sitting of the commission is expected to be held in Toronto within a week and possibly one in Ottawa before the end of January.

M. J. Taylor, of John Taylor & Co., toilet soap and perfume manufacturers, Toronto, had the misfortune to slip and fall on an icy sidewalk on one of the streets near his home, a few days ago, and fractured his wrist. He is attending to business, carrying his hand and arm in splints.

Since last issue announcement has been made at Ottawa of the appointment of L. V. O'Connor, barrister of Lindsay, Ont., as a commissioner to investigate the Proprietary Articles Trade Association—the association of manufacturing,

wholesale and retail druggists which, according to a recent report of F. A. McGregor, Registrar under the Combines Act, tends to increase the price of proprietary articles sold to consumers throughout Canada. When the McGregor report was made public the P. A. T. A. made representations to the Minister of Labor that it had not had an opportunity of stating its case. The appointment of Mr. O'Connor is the result.

No change has yet been made in the affairs of the Melba Company's Canadian business. A call at the Toronto factory showed things going on as usual. Mr. Brown, Canadian representative, has built up quite wonderfully the sales of this company's products throughout the Dominion during the past year and a half.

Richard Hudnut store has revamped its model showroom, making an elaborate and detailed display of the varied and many lines now made by this company in its Canadian plant.

Unable to effect a settlement at the court's suggestion, Judge O'Connell at Toronto awarded \$100 of a claim for \$500 to Miss Viva Cole against Thos. W. Pierce, a local beauty exponent. Miss Cole suffered discoloration of her face from acid burns as a result of a burn from facial treatment received from a lady attendant.

Warren E. Burns, formerly of New York, who left the essential oil business a year ago, remembered his Ontario friends during the recent Christmas season by sending them samples of grapefruit grown by himself on his Florida plantation.

Viscount Leverhulme, head of Lever Brothers, Ltd., "Sunlight," England, sent to his friends in Canada Christmas reminders in the shape of personal letters conveying his greetings.

J. R. Ferrell, of Morana, Ltd., Toronto, spent a few days recently in New York at the head office of Morana there.

The P. A. T. A., introduced into Canada last year by Sir William Glyn Jones and enthusiastically taken up by the drug trade, is reported to be passing through some peculiar phases. The Melba, Corson and Hudnut companies, whose practice has always been to protect the retailer in his fair profit, feel they are being boycotted by the retail druggists because they have refused to join the association. These manufacturers and other non-members say it is absurd that the P. A. T. A. should take up the cudgels against them, particularly as they have always in their own business maintained resale prices on their goods. We have been told by the head of one of the houses in question that his firm was advised by their solicitor to keep out of the association because the P. A. T. A. was breaking the Canadian law in forming an association contrary to the Anti-Combines Act of 1923, the penalties of which are very severe. On the other hand the P. A. T. A. officers say the act is unconstitutional. Whether this is so or not an organization of fruit dealers in British Columbia was prosecuted last year under this act, and five members were fined \$250,000 and ordered to remain one day in prison.

CANADIAN PATENTS AND TRADE-MARKS

The increasing international trade relations between the United States and Canada emphasize the importance of proper patents and trade-marks protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade-marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE-MARK DEPARTMENT

Perfumer Publishing Co., 14 Cliff Street, New York City

TRADE-MARKS REGISTERED IN CANADA

"Mt. Horeb," soap. The J. B. Williams Company (Canada) Limited, Montreal, Que., and Glastonbury, Conn.

"Du-All," polishes and dressings in liquid and paste form for furniture, automobiles and other painted and varnished surfaces, for automobile tops and leather, and for reeling mops. The Osborn Manufacturing Company, Cleveland, Ohio.

"Rador," to be used in connection with the words: "Swifts" and "Glycerine," and the phrase "Solution for Radiators," glycerine. Swift Canadian Co., Limited, Toronto, Ont.

"Charmette," powder puffs, compacts, atomizers, perfumed preparations and toilet preparations of all kinds, namely, perfumes extracts, lotions, toilet waters, brilliantine, soaps, powders, sachets, talcs, creams, and all kinds of toilet preparations. Herman Rudolph Dorken, Montreal, Que.

"Vanex," Toilet Preparations and Proprietary Medicines. The Western Wholesale Drug Limited, Vancouver, British Columbia.

PATENTS GRANTED IN CANADA

266,538.—Ketone Production. The firm Holzverkohlungs-Industrie Aktiengesellschaft, assignee of Koloman Roka, both of Konstanz, Badenia, Germany.

266,695.—Bottle Cap. The Anchor Cap and Closure Corporation, Long Island City, assignee of Edgar Scofield, New York City, New York.

267,008.—Methanol and Ethanol Production. Luigi Casale, Rome, Italy.

267,055.—Dental Powder. Maurice Parisi, Corono, Long Island, New York.

267,186.—Label Pasting Machine. Bert Jones, assignee of Gustav A. Walstead, both of Chicago, Ill.

OUR TRADE WITH CANADA GROWS

The importance of Canada's trade with the United States is shown by the latest Canadian statement for the twelve months ending Sept. 30, issued by the Dominion Government in Ottawa. In that period Canada bought from the United States goods to the value of \$652,974,113, which is equal to about \$65 per head of the population of the Dominion. The total value of the imports from the United States is an increase of \$100,076,728 over the previous year. Canadian purchases from the United States were \$489,656 more than from the British Isles. Canada sold to the United States in the 12 months under review \$468,893,685 worth of goods, a balance in favor of the United States of \$184,080,428. The total trade of Canada with the United States for the twelve months was \$1,133,207,703, an increase of \$101,288,085 over the previous like period.

"It is notable," says the statement, "that as Canada's population increases, her trade with the United States also increases. The possibilities of future developments along this line are unlimited."

TRADE MARKS

KUKIROL 216,460	TRYIT 218,976	 231,442	FORT LEAVENWORTH M 221,941	BROWN'S	LIQUID POWDER	OSBORN'S - DRY - SHAMPOO 239,194	 217,141
"Pallabona" 234,277	 213,058	RAJON 235,707	 236,171	Cocorice LOTION M 222,714	La Brunette M 222,715	 239,194	 239,167
SA-SO 274,444	H O 230,043	CADET 239,185	 234,439	LoSet 240,034	PRINCESS MARG 238,849-238,850	NOXZEMA 230,473	Kannette 238,235
Lysol 237,610	LA CAPRICE 230,183	SLICK-IT 239,308	Disney's	Allura Puffs 240,250	SHIRAZ M 222,828	PEOPLES 204,974	Lady of Seville 238,415
 237,931	Perfumerior 238,381	ButterNut 236,235	 238,606	WEE-MEAM 230,754	SHIRAZ M 222,828	Marie O'Neil 237,974	Xanthe 238,532
CHANTY 236,963-236,964	GLOSOFF 236,183	SHAVMATE 237,225	GREAT AMERICAN 239,195	FLAIR 238,279	VAL-CHA 240,429	 238,656	Pyramid 238,634
PAROTS D'ARGENT 239,263	 236,672	SOLODORO 236,052	CLARUS 239,765	Le Secret de Roby 239,374	VAL-CHA 240,429	Pyramid 238,634	J.S.C. 238,663
LETTY 238,155	BABEBUBBLES 238,894	Le Couquet 239,646-239,647	 239,485	 238,991	VAL-CHA 240,429	Pyramid 238,634	J.S.C. 238,663
 238,155	Super Suda 240,934	TENAX 239,243	SOPONITE 240,054	 238,276	VAL-CHA 240,429	Pyramid 238,634	J.S.C. 238,663
FADE-A-WAY 239,448	 237,446	BENZOFOAM 239,161	SCALP INSURANCE 239,129	 238,276	VAL-CHA 240,429	Pyramid 238,634	J.S.C. 238,663
NOCOLITE 216,770	MADAM DOUGLAS 237,446	 239,161	 239,129	 238,276	VAL-CHA 240,429	Pyramid 238,634	J.S.C. 238,663

OUR PATENT AND TRADE-MARK BUREAU

This department is conducted under the general supervision of a very competent patent and trade-mark attorney. This report of patents, trade-marks, designs, is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four coordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade-marks listed, those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to,

PATENT AND TRADE-MARK DEPARTMENT

Perfumer Publishing Co., 14 Cliff Street, New York City.

TRADE-MARK REGISTRATIONS GRANTED

(Act of Feb. 20, 1905)

These Registrations are not Subject to Opposition

M21,941.—The Bittmann-Todd Grocer Company, Kansas City, Kans. (Filed May 28, 1926. Serial No. 232,383. Used since 1904.)—Food-Flavoring Extracts.

M21,958.—Lazell, Perfumer, Newburgh, N. Y. (Filed Nov. 21, 1925. Serial No. 223,643. Used since Oct. 28, 1925.)—Hair Dyes.

M21,973.—Lea's Tonic Co., Tampa, Fla. (Filed Sept. 8, 1926. Serial No. 236,989. Used since Feb. 2, 1914.)—Hair Tonic.

M22,714.—Munsch & Co., New York, N. Y. (Filed Nov. 12, 1926. Serial No. 239,996. Used since Nov. 2, 1906.)—Skin and Complexion Lotion.

M22,715.—Cordelle A. Lefer, doing business as Lefer and Louie, Los Angeles, Calif. (Filed Nov. 11, 1926. Serial No. 239,945. Used since Oct. 15, 1924.)—Liquid Face Powder.

TRADE-MARK REGISTRATIONS APPLIED FOR
(Act of Feb. 20, 1905)

206,974.—Peoples Drug Stores, Inc., Washington, D. C. (Filed Dec. 19, 1924. Used since 1905.)—Cold Cream, Bay Rum, Hair Oil, Purified Talcum Powder, Bathing and Rubbing Alcohol Compound, Borated Talcum Powder, Complexion Cream.

213,053.—Illinois Glass Company, Alton, Ill. (Filed Apr. 13, 1925. Used since June 1, 1915.)—Glass Bottles.

217,160-217,161.—Kurt Krisp, doing business as Kukirol-Fabrik Kurt Krisp, Gross-Salze, near Magdeburg, Germany. (Filed July 10, 1925. Used since 1919.) Foot Bath Powders and Toilet Powders.

218,770.—National Oil and Chemical Company, Philadelphia, Pa. (Filed Aug. 12, 1925. Used since Oct. 10, 1924.)—A Cleanser Compound for metals and human hands by emulsification.

221,541.—Enterprise Chemical Co., doing business as The Chase System, St. Louis, Mo. (Filed Oct. 10, 1925. Used since Jan. 1, 1923.)—Flavoring Extracts for Food Products.

228,430.—S. Langsdorf & Co., Inc., New York, N. Y. (Filed Mar. 10, 1926. Used since Jan. 4, 1926.)—Powder Receptacle, Compact Cases Comprising Mirror, Powder Puff, and Cosmetic Sets for Personal Use; Texoderm Compacts Comprising Comb, Mirror, and Cosmetics in a Case.

228,876.—Tryit Products Company, Bellevue, Ohio. (Filed Mar. 10, 1926. Used since Jan. 1, 1923.)—A gritty Hand Soap.

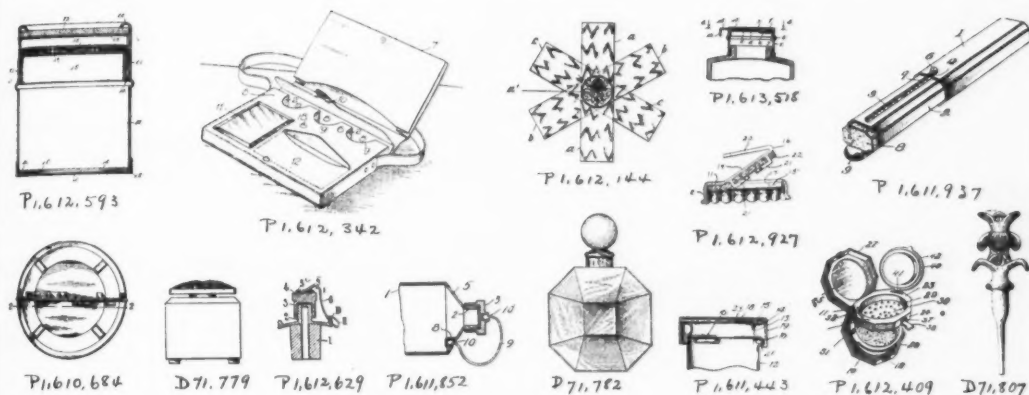
230,043.—William J. O'Shaughnessy, doing business as H. O. Drug Company, Brooklyn, N. Y. (Filed Apr. 12, 1926. Used since May, 1914.)—Tincture Green Soap.

230,183.—Newark Tortoise Shell Novelty Co., Newark, N. J. (Filed Apr. 14, 1926. Used since July 1925.)—Powder Boxes, Puff Boxes, Cream Jars, Perfume-Bottle Holders and Atomizers.

230,679.—Noxzema Chemical Co., Baltimore, Md. (Filed Apr. 24, 1926. Used since Apr. 1, 1925.)—Skin Cream, Talcum Powder, Tooth Paste and Shampoo Preparations.

- 230,754.—The Medifoam Company, Cleveland, Ohio. (Filed Apr. 26, 1926. Used since Apr. 17, 1926.)—Soap and Shaving Creams used preparatory to Shaving.
- 231,422.—Wangler-Budd Co., Inc., New York, N. Y. (Filed May 10, 1926. Used since June, 1921.)—Oil of Lemon and Oil of Orange.
- 232,276.—L'Oreal, Inc., New York, N. Y. (Filed May 26, 1926. Used ever since Sept. 8, 1908.)—Hair Dyes and Colorings, Lotions for the Skin, Lotions for the Hair, Dentifrices, Perfumes, Rouges, Lip Sticks, Toilet Powders (Both Loose and in Compacts), and Toilet Creams.
- 233,707.—Isaac Rosenblatt, New York, N. Y. (Filed June 24, 1926. Used since Jan. 1, 1926.)—Rouge, Lip Stick, Face Powders, Perfumery, Cold Cream.
- 234,277.—Pallabona-Gesellschaft, Paul Weidenschaff, Munich, Germany. (Filed July 7, 1926. Used since May 9, 1904.)—Hair Powder, Face Powder, Body Powder and Toilet Cream.
- 234,439.—Lucy B. Hawkins, Chicasha, Okla. (Filed July 12, 1926. Used since June 20, 1926.)—Medicinal Compound to be Used on the Hair as an Aid in Removing Dandruff and Promoting Growth of the Hair.
- 234,475.—Houbigant, Inc., New York, N. Y. (Filed July 13, 1926. Used since February 1900.)—Soaps.
- 235,223.—Melbar Manufacturing Co., Inc., San Francisco, Calif. (Filed July 27, 1926. Used since May 1, 1926.)—Soap Compound.
- 235,381.—Conner Novelty Company, Ottumwa, Iowa. (Filed July 31, 1926. Used since January, 1926.)—Perfume Dispensers and Atomizers.
- 235,615.—Raquel Incorporated, New York, N. Y. (Filed Aug. 5, 1926. Used since July 2, 1926.)—Perfumes, Toilet Water, Toilet Powders, Face and Talcum; Cosmetic Creams, Bath Salts, Sachets, Hair Tonic, Mentholene Balm, Depilatory, Shampoo, Scalp Salve; Face and Lip Rouges, Liquid and Paste Form.
- 236,164.—Joseph A. Gardner, doing business as Sa-So Chemical Company, Memphis, Tenn. (Filed Aug. 19, 1926. Used since Mar. 1, 1926.)—Tooth Paste, Tooth Powder, (Tooth) Stain Remover, and Gum Tonics.
- 236,183.—Joseph Sudbeaz, Mount Vernon, N. Y. (Filed Aug. 19, 1926. Used since May 27, 1925.)—Liquid Face Powder (Toilet Lotion).
- 236,225.—Paxton & Gallagher Co., Omaha, Nebr. (Filed Aug. 20, 1926. Used since Oct. 1, 1925.)—Food-Flavoring Extracts.
- 236,672.—Philip Gordon Cameron, Westfield, N. J. (Filed Aug. 31, 1926. Used since July 29, 1926.)—Soap.
- 237,225.—Edward Wayman Crane, Springfield, Mass. (Filed Sept. 14, 1926. Used since Aug. 26, 1926.)—Preparation for Shaving, A Beard Softener, and Pore Cleaner.
- 237,374.—Harry D. Koenig, doing business as Harry D. Koenig & Co., New York, N. Y. (Filed Sept. 17, 1926. Used since Sept. 19, 1922.)—Face Powders, Face Rouges, Lip Rouges, Perfumes, Toilet Waters, Hair Tonic, Hair Coloring, and Sachets.
- 237,446.—Ida Douglas, Covington, Tenn. (Filed Sept. 20, 1926. Used since April, 1925.)—Hair Restorer and Straightener.
- 237,610.—Lysol, Incorporated, Bloomfield, N. J. (Filed Sept. 23, 1926. Used since August, 1917.)—Soap, Shaving Cream, Cleaning Scouring Preparations.
- 237,856.—James W. Fleming, doing business as Haro-Kold Chemical Co., New Haven, Conn. (Filed Sept. 28, 1926. Used since July 15, 1925.)—Throat and Nasal Cream.
- 237,921.—The Proctor & Gamble Company, Cincinnati, Ohio. (Filed Sept. 29, 1926. Used since Aug. 1, 1925.)—Soap.
- 237,966.—Irving Kleckner, doing business as I. Kleckner Company and the Kleco Company, Brooklyn, N. Y. (Filed Sept. 30, 1926. Used since Jan. 1, 1924.)—Nail Polish, Nail-Polish Remover, Face and Talcum Powders, Face Creams and Lotions, Toilet Waters and Perfume.
- 238,052.—Vincent De Messimy, Chicago, Ill. (Filed Oct. 2, 1926. Used since Mar. 15, 1924.)—Soap.
- 238,171.—Arthur H. Fowler, doing business as Fowler Sales Company, Boston, Mass. (Filed Oct. 5, 1926. Used since Aug. 27, 1926.)—Toilet Preparations.
- 238,579.—Marshall Field & Company, Chicago, Ill. (Filed Oct. 14, 1926. Used since Oct. 5, 1923.)—Perfume, Toilet Water, Compacts, Rouge, Face Powder, Talcum Powder, Lip Sticks, Sachet, Vegetal, Bath Crystals, Brilliantine, Hair Coloring for Eyelashes and Eyebrows, Creams, Shampoos, Dusting Powders, and Toilet Powders.
- 238,606.—Milton M. Munter, doing business as Disney Ltd., Brooklyn, N. Y. (Filed Oct. 14, 1926. Used since Aug. 1, 1925.)—Toilet Preparations.
- 238,832.—Baird & Sawyer, Norfolk, Va. (Filed Oct. 19, 1926. Used since Apr. 7, 1926.)—Face Powders and Talcum Powders.
- 238,843.—Carlos J. Diaz, New York, N. Y. (Filed Oct. 19, 1926. Used since Oct. 7, 1926.)—Soaps.
- 238,844.—Carlos J. Diaz, New York, N. Y. (Filed Oct. 19, 1926. Used since Oct. 7, 1926.)—Perfume, Toilet Water, Face Powder, Talcum Powder, Rouges, Lip Sticks, Sachet, Brilliantine, Bath Salts and Dentifrices.
- 238,848.—French Beauty Products Co., Inc., New York, N. Y. (Filed Oct. 19, 1926. Used since Oct. 1, 1926.)—Toilet Preparations.
- 238,849.—French Beauty Products Co., Inc., New York, N. Y. (Filed Oct. 19, 1926. Used since Oct. 1, 1926.)—Cases Made of Inferior Metal for Containing Vanity Compacts.
- 238,850.—French Beauty Products Co., Inc., New York, N. Y. (Filed Oct. 19, 1926. Used since Oct. 1, 1926.)—Orangewood Sticks.
- 238,854.—Hastings Research Group, Inc., New York, N. Y. (Filed Oct. 19, 1926. Used since Aug. 21, 1926.)—Nursery Soap.
- 238,963.—George H. Furgurson, doing business as J. S. Company, East Durham, N. C. (Filed Oct. 21, 1926. Used since Sept. 22, 1926.)—A Hairdressing Liquid Shampoo.
- 238,991.—Irvin Mordell, doing business as Jordell Manufacturing Company, Philadelphia, Pa. (Filed Oct. 21, 1926. Used since Oct. 20, 1922.)—Perfumes, Cold Cream, Vanishing Cream, Astringent Cream, Cream Depilatory, Face Powders, Both Loose and Compact; Shampoos, Hair Tonics, and Toilet Waters.
- 239,129.—Walter L. Mills, Delmar, Md. (Filed Oct. 23, 1926. Used since July, 1925.)—Preparation for the Treatment of the Scalp.
- 239,135.—The Palmolive Company, Chicago, Ill. (Filed Oct. 23, 1926.)—Used since Oct. 15, 1926.)—Soap.
- 239,161.—Beltine Chemical & Mfg. Co., Chicago, Ill. (Filed Oct. 25, 1926. Used since 1910.)—Dry-Cleaning Soap.
- 239,167.—Dermitone Mfg. Co., Inc., New York, N. Y. (Filed Oct. 25, 1926. Used since June 1, 1925.)—Liquid and Salve for Treatment of Skin Diseases and Scalp and Hair Preparations.
- 239,185.—Irving McEwen, Omaha, Nebr. (Filed Oct. 25, 1926. Used since Oct. 5, 1926.)—Toilet Creams, Facial Cream, Almond Cream, Toilet Lotions, Toilet Powder, Talcum Powder, Shaving Lotion, Hair Tonic, Hairdressings, Hair Pomade, Hair Oil, Bath Salts, Bath Crystals, Camphor Balm, Bay Rum, Cologne, Lilac Vegetal, Toilet Waters, and Perfumes.
- 239,187.—The Milky-Way Company, Inc., Chicago, Ill. (Filed Oct. 25, 1926. Used since Sept. 1, 1926.)—Massage and Cleansing Cream and a Facial Bleach Pack.
- 239,194.—Margaret U. Osborn, Houston, Tex. (Filed Oct. 25, 1926. Used since Oct. 1, 1926.)—Shampoo.
- 239,195.—The Oskamp Nolting Co., Cincinnati, Ohio (Filed Oct. 25, 1926. Used since Sept. 21, 1926.)—Toilet Soap.
- 239,262.—Parfumerie Roger et Gallet, Societe Anonyme, Paris, France. (Filed Oct. 26, 1926. Used since May, 1926.)—Pastes and Powders for Beautifying and Preserving the Teeth, Skin, and Hair, and Perfumery.
- 239,263.—Parfumerie Roger et Gallet, Societe Anonyme, Paris, France. (Filed Oct. 26, 1926. Used since May, 1926.)—Pastes and Powders for Beautifying and Preserving the Teeth, Skin and Hair, and Perfumery.
- 239,308.—M-&W Chemical Company, Chicago, Ill. (Filed Oct. 27, 1926. Used since May, 1922.)—Hair Preparations—Namely, Grower and dressings.
- 239,339.—Western Laboratories, Inc., Chicago, Ill. (Filed Oct. 27, 1926. Used since January, 1924.)—Face Powder.
- 239,374.—Lionel Trading Co., Inc., New York, N. Y. (Filed Oct. 28, 1926. Used since July, 1925.)—Perfumes.
- 239,473.—The Hawin Company, Brooklyn, N. Y. (Filed Oct. 30, 1926. Used since Oct. 16, 1926.)—Perfumery.
- 239,485.—Opoterapia, Inc., New York, N. Y. (Filed Oct.

PATENTS



30, 1926. Has been used since Oct. 27, 1926.)—Face Cream. 239,500.—Abbott Laboratories, North Chicago, Ill. Filed Nov. 1, 1926. Used since Oct. 1, 1926.)—Ammonium O-lodoxy Benzoate.

239,524.—Jordan Marsh Company, Boston, Mass. (Filed Nov. 1, 1926. Used since Oct. 1, 1926.)—Witch Hazel Cream, Cucumber Cream, Cold Cream, Lemon Cleansing Cream, and Cocoa-Butter Cream.

239,648.—Fadé-A-Way Products Co., Mount Vernon, Ohio. (Filed Nov. 4, 1926. Used since Mar. 1, 1926.)—Paste which is used as a Soap.

239,686.—John Wanamaker Philadelphia, Philadelphia, Pa. (Filed Nov. 4, 1926. Used since Sept. 1, 1926.)—Soaps.

239,687.—John Wanamaker Philadelphia, Philadelphia, Pa. (Filed Nov. 4, 1926. Used since Sept. 1, 1926.)—Perfumes and Toilet Creams.

239,754.—Edward R. Johnson, West Haven, Conn. (Filed Nov. 6, 1926. Used since Oct. 25, 1926.)—Face Cream.

239,765.—The Phoenix Oil Company, Cleveland, Ohio. (Filed Nov. 6, 1926. Used since Mar. 9, 1921.)—Oil Soap.

239,916.—S. P. Baron, doing business as The Tis Company, St. Louis, Mo. (Filed Nov. 11, 1926. Used since May 3, 1920.)—Soap and Grease Solvent.

240,036.—The S. Lemur Company, Cleveland, Ohio. (Filed Nov. 13, 1926. Used since Mar. 1, 1926.)—Hair-Treating Substances—Namely, Hairdressing Lotions.

240,084.—James F. C. Menlove, doing business as Menlove Mfg. Company, San Francisco, Calif. (Filed Nov. 15, 1926. Used since Sept. 21, 1926.)—Soap, Hand Cleaner, and General Household Cleaner.

240,224.—Superior Products Corporation, Elizabeth, N. J. and New York, N. Y. (Filed Nov. 17, 1926. Used since Oct. 28, 1926.)—Perfumes, Toilet Powders, Rouge and Lip Rouge.

240,250.—Marie Gerard, North Puyallup, Wash. (Filed Nov. 18, 1926. Used since Sept. 15, 1926.)—Powder Puffs.

240,429.—Herbert E. Munroe, doing business as Banner Manufacturing Company, Detroit, Mich. (Filed Nov. 22, 1926. Used since Aug. 17, 1926.)—Hair Tonic.

240,534.—Colgate & Company, Jersey City, N. J. (Filed Nov. 24, 1926. Used since Nov. 20, 1926.)—Soap Chips.

PATENTS GRANTED

1,610,270.—Oil-Solvent Process. Jacob Ehrlich, Belleville, N. J. Filed Feb. 9, 1925. Serial No. 8,058. 6 Claims. (Cl. 87-6.)

1. The process of extracting non-polymerized oils from animal and vegetable oleaginous materials containing them which comprise treating the oleaginous materials with a

nuclear halogenated aromatic hydrocarbon liquid at the operating temperatures, separating the hydrocarbon and the oils dissolved therein from the undissolved materials and recovering the thus dissolved oils from the employed hydrocarbon.

1,610,291.—Dye Soap. Wolf Kritchevsky and Harold C. Prutsman, Chicago, Ill., assignors to William Citron, trustee, Chicago, Ill. Filed May 5, 1926. Serial No. 106,862. 6 Claims. (Cl. 8-6.)

1. A dye soap comprising sulphonated soap, and dye.

1,610,684.—Compact Holder. William G. Kendall, Newark, N. J., assignor to Parfumerie Rigaud, Inc., New York, N. Y., a Corporation of New York. Filed Dec. 10, 1925. Serial No. 74,486. 3 Claims. (Cl. 132-82.)

1. In combination, a tray having a plurality of perforations in the bottom thereof, and a partition member comprising a base portion and a second portion hinged to said base portion, said base portion having a plurality of prongs projecting through said tray and connecting said base portion to said tray.

1,610,854.—Purification of Wool Fat. Stanley Fowler, Yorkshire, and Edwin Edser, London, England. Filed Aug. 13, 1926, Serial No. 129,090, and in Great Britain Mar. 24, 1925. 4 Claims. (Cl. 87-26.)

2. A process for the recovery of soap free cholesterol from crude wool-fat in which neutralization of contained fatty acids in the crude wool-fat is effected by treatment with aqueous alkaline solutions in successive stages, the quantity of alkali employed in non-final stages being insufficient to effect complete neutralization of the fatty acids in which soaps produced at non-final stages are removed from the wool-fat by separating the aqueous solution containing them therefrom before proceeding with the next stage of partial neutralization, and in which finally complete neutralization of the remaining small portion of fatty acid is effected by an aqueous alkaline solution and the soaps produced are removed whereby complete neutralization is obtained without emulsification of the cholesterol with the soaps produced.

1,611,443.—Nozzle. John M. Hothersall, Brooklyn, N. Y., assignor to American Can Company, New York, N. Y., a Corporation of New Jersey. Filed Mar. 10, 1920. Serial No. 364,821. 4 Claims. (Cl. 220-1.)

4. A sheet metal nozzle for containers formed at its mouth with an inward peripheral bend to obstruct the flow of liquid which is desired to be delivered by drops, said inward bend terminating in an upwardly and outwardly turned marginal lip which, together with the concave outside contour of the nozzle at said bend, prevents the fluid from running down on the outside of the nozzle and drains any residue back into the container, a gasket resting on the top of

said lip of the nozzle, and a sheet metal cap bearing on said gasket, said nozzle and cap having detachable interlocking means to hold the cap pressed down on said gasket.

1,611,852.—Container and Closure Connection. Simon Cooper, Brooklyn, N. Y. Filed May 6, 1921. Serial No. 467,324. Renewed Apr. 14, 1926. 4 Claims. (Cl. 221—60.)

1. In combination with a container having a rotatable cover the outer end of which is provided with a pocket, a flexible connector having one end attached to the container the other end of said connector being enlarged and seated in the pocket in said cover, and the entrance of said pocket being upset to anchor said enlarged end of said connector in said pocket.

1,611,937.—Lip-Stick Holder. Gordon W. Nelson, Philadelphia, Pa. Filed May 25, 1926. Serial No. 111,557. 4 Claims. (Cl. 132—79.)

1. A holder for a rouge stick or the like, consisting of a body or carrier having an open end and a guide or guard projecting longitudinally from the open end.

1,611,962.—Lotion. Mats H. Tolonen, Astoria, Oreg. Filed Apr. 6, 1926. Serial No. 100,103. 2 Claims. (Cl. 167—9.)

1. A lotion of the character set forth, containing, as its chief constituent, the extracted juice of the bark of the madrona tree.

1,611,978.—Process of Making Nitrogen Containing Derivatives of Terpene Alcohols. Richard Wolfenstein, Berlin-Dahlem, Germany. Filed Mar. 29, 1926. Serial No. 98,338, and in Germany July 2, 1923. 4 Claims. (Cl. 260—42.)

3. A new product of manufacture consisting of the ester of a terpene alcohol and an acid of the pyridine series.

1,612,144.—Bottle Cap and Capping Process. Paul Müller and Kurt Rahlwes, Hann-Munden, Germany. Filed Dec. 16, 1925. Serial No. 75,882, and in Germany Feb. 18, 1925. 7 Claims. (Cl. 215—82.)

1. A capsule for bottles and like containers, comprising a plurality of superposed strips arranged cross-wise so as to form a thickened central part, the free ends of said strips radially extending from the said central part in various directions.

1,612,255.—Hair Lotion and Method of Preparing the Same. William Borreca, Brooklyn, N. Y. Filed May 25, 1926. Serial No. 111,643. 4 Claims. (Cl. 167—5.)

1. A method of preparing a hair lotion which comprises extracting juices from onions by digestion in kerosene at ordinary temperatures, removing the solid residue, adding alcohol and glycerine to the resultant extract, and suspending finely divided sulphur in the resulting mixture.

2. A composition of the type described which comprises kerosene containing an extract of raw onion soluble therein, and finely divided sulphur.

1,612,342.—Combined Hand Bag and Vanity Case. Felix K. Alstrand, New York, N. Y. Filed May 27, 1924. Serial No. 716,269. 6 Claims. (Cl. 150—35.)

1. The combination in a hand bag of an arch member having a bridge portion containing a plurality of open sections with a casing adapted to house said arch having a flap adapted to cover said open sections and a separate flap adapted to cover the lower portion of said arch within the edges thereof.

1,612,409.—Vanity Case.—Maurice Anderson, Edgewood, R. I., assignor to V. E. Black Co., Providence, R. I., a Corporation of Rhode Island. Filed Jan. 22, 1926. Serial No. 82,998. 16 Claims. (Cl. 132—83.)

1. A vanity case having a body member, a powder container rotatably mounted in the body and having an operating handle, and a relatively non-rotatable perforated cover member for said container arranged to contact with the powder in the container, whereby a rotation of the container feeds the powder through perforations.

1,612,593.—Vanity Case. Harold MacDougall, Maplewood, N. I. Filed May 1, 1926. Serial No. 106,146. 6 Claims. (Cl. 132—83.)

1. A dispensing container for powdered substances, comprising a hollow open-ended body having a flexing portion constituting means when flexed inwardly for producing an internal pressure within the body, and a porous applicator member having an outer applying face arranged on said open

end of the body through which the powdered contents is dispensed on the outer applying face when the flexing portion of the body is flexed inwardly.

1,612,629.—Captive Cap or Closure for Scent Sprays, Collapsible Tubes, and the like. Arthur Albert Giblin, London, England, assignor of one-half to Robert Dale Carr, London, England. Filed Dec. 5, 1925. Serial No. 73,395, and in Great Britain Mar. 4, 1924. 6 Claims. (Cl. 221—60.)

1. In combination with a captive cap or closure and container upon which the cap is adapted to be screwed, of a bifurcated spring member rotatably secured to the cap, and anchoring means connected to the container, the free ends of the bifurcated spring member engaging said anchoring means, the engagement of the free ends of the spring member with the anchoring means being such that the limbs of the bifurcated spring member are sprung apart under strain when the cap is screwed on the container, and when the captive cap is completely unscrewed from the container the limbs, tending to return to their unstrained position cause the cap to spring automatically from the container.

1,612,682.—Method of Manufacturing Fatty Acids. Adolf Welter, Krefeld-Rheinhausen, Germany. Filed Oct. 4, 1924. Serial No. 741,764, and in Germany Oct. 23, 1923. 1 Claim. (Cl. 87—4.)

A process for the manufacture of highly split fatty acids in two stages consisting in first splitting neutral fats to a degree of 85 to 95% thereof by means of any suitable splitting agent and steam under a pressure of about 6 to 7 atmospheres and then after removing the glycerine, water and impurities insoluble in the oil completing the splitting to more than 99% by means of an alkaline splitting agent and steam under a pressure of about 6 to 7 atmospheres.

1,612,927.—Bottle Cap or Closure. Beat Kuhne, Lewistown, Mont. Filed Mar. 2, 1926. Serial No. 91,735. 9 Claims. (Cl. 215—46.)

1. A bottle closure comprising a metallic cap having an integral flap formed in the top portion thereof and capable of being swung outwardly with respect to the top portion, and a sealing disk arranged inwardly of the cap and having a portion secured to the flap for swinging movement therewith.

1,613,366.—Ester of Butyl Alcohol. Robert H. Van Schaack, Jr., Evanston, Ill. Filed Aug. 21, 1925. Serial No. 51,685. 3 Claims. (Cl. 260—106.)

3. A new composition of matter comprising butyl stearate.

1,613,518.—Closed Sifter Cap for Containers. William G. Kendall, Newark, N. J. Filed July 10, 1926. Serial No. 121,590. 2 Claims. (Cl. 221—62.)

1. A closed sifter cap for containers including a neck portion associated with the container and provided with an apertured top, an inverted cup-shaped closure member secured to said neck portion with the top of the closure member apertured and spaced from the top of the neck, one of said tops being formed with a pressed portion presenting a slideway, a spring arranged at one point in said slideway, said spring being arranged wholly within said slideway, and an apertured plate arranged in said slideway, said apertured plate being provided with a handle projecting beyond the neck and closure member, said plate being adapted to be moved by said handle against the action of said spring until the apertures in the plate register with the respective apertures in said tops.

DESIGNS PATENTED

71,779.—Bottle. Francois Joseph de Spoturno Coty, Paris, France, assignor to Coty, Inc., New York, N. Y., a Corporation of Delaware. Filed June 29, 1926. Serial No. 18,207. Term of patent 14 years.

71,782.—Bottle or Similar container. Paul C. Delaize, New York, N. Y., assignor to D'Orsay Parfumeries Corporation, New York, N. Y., a Corporation of New York. Filed Aug. 30, 1926. Serial No. 18,989. Term of patent 7 years.

71,807.—Bottle Stopper. Robert E. McEldowney, New Martinsville, W. Va., assignor to New Martinsville Glass Mfg. Co., New Martinsville, W. Va. Filed Nov. 2, 1926. Serial No. 19,571. Term of patent 3½ years.



CHINA

MARKET IN HARBIN FOR TOILET PREPARATIONS.—Harbin offers a desirable market for perfumes, cosmetics, soaps and cold creams, and many American manufacturers of these articles are represented here, according to Consul G. C. Hanson. The local demand is for articles packed in attractive containers and highly perfumed. For the Chinese trade the jar, tube, or paper wrapper should contain instructions for use and claims advanced relative to the benefits derived from the use of the preparation concerned. Bright colors of containers are essential for successful sale. There is strong and active competition in Harbin between preparations of American and French manufacture, but it is noticed that American goods are standing the competition well, although the Russian population appears to be somewhat prejudiced in favor of the French importations.

CUBA

FREE SALE OF TOILET PREPARATIONS. Toilet preparations are assured free sale in Cuba by a recent decision of the Bureau of Sanitation there. The full text of an announcement just made by the Department of Commerce follows:

The Department of Sanitation has stated that toilet preparations enjoy free sale in Cuba and do not come under the terms of Article 60, Law No. 1723, requiring the registration of pharmaceutical products; and the new regulations governing drugs now in process of formation by that Department will not apply to toilet preparations.

DOMINICA, B. W. I.

REVISED EXPORT DUTY ON ESSENTIAL OILS.—An amendment to the tariff of the colony of Dominica alters the export duty on essential oils as follows:

When, at the date of exportation, the price of essential oils of whatever description is under 5s. per pound, the export duty is 2d.; 5s. and under 10s., 5d.; 10s. and under 15s., 6d.; 15s. and under 20s., 9d.; 20s. and under 25s., 1s.; 25s. and under 30s., 1s. 3d.; 30s. and under 35s., 1s. 6d.; and thereafter a proportionate increase of 3d. for every rise of 5s. or part thereof.

Formerly the export duty on essential oils was collected according to the particular kind of oil.

GREECE

OLIVE OIL CROP LARGER.—Although the Greek olive crop for 1926-27 will be much larger than that for the preceding year, it is predicted that, owing to the prolonged drought and severe winds, it will fall from 35 to 40 per cent below the figure for the year 1924-25, during which, due to especially favorable conditions, a capacity crop was harvested, according to a report, dated October 11, 1926, from Ameri-

(Continued on Page 634)

THE MARKETS

Essential Oils, Aromatic Chemicals, Etc.

There has been a routine inquiry for essential oils during the month. As was to be expected, trading fell off to some extent with the holidays and the inventory period and for three weeks the period under review was a quiet one devoid of interesting feature. Some improvement was in evidence during the second week in January, however, and the trade is again looking upon the situation with more optimism.

Few in the essential oil trade look for a repetition of conditions such as those which prevailed during 1926. In that year, we had excellent business most of the time and at the same time, steadily declining prices. Values have now reached the point where, short of something unusual in general business, they cannot be reasonably expected to drop much further. There are a few isolated items which are still high, but on the majority of articles on the list, the tendency seems to be toward somewhat higher levels and it is probable that goods bought now will be a not unsatisfactory investment.

Floral products have shown virtually no changes during the month. There have been a few offers of rose at slightly below recent high levels but they have not attracted much attention, this being an article which is not purchased on price. Orange products have been steadier abroad and somewhat firmer here. The position of lavender has been unsettled, with much news both good and bad from France. Locally, there is a tendency to withhold purchases for a more settled market and prices are without change. Aspic, however, is more plentiful and somewhat lower.

The domestic group has been featured by the steady decline in wormseed which has reached the lowest point in several years. The mint group has been remarkably steady considering the amount of oil available. There has been practically no change in it save a slight stiffening in tansy and an easier position on domestic pennyroyal.

Seed and spice oils have been steady enough. Clove is somewhat lower but ginger has steadied up after a period of weakness. Mustard looks steady, although more or less neglected since the heavy buying for winter requirements earlier in the season. Anise and cassia have not changed in price, but both are in a more or less interesting position in view of recent Chinese political developments which have tightened the shipment market to some extent. Camphor, sassafrassy, is higher.

The citrus oils have weakened quite sharply since the close of the heavy consuming season. At the same time, the decline in price has not yet made for any steadiness in the market. Lemon still looks very high compared to its "normal" level. Orange is more nearly in line. Bergamot has dropped, but can come down still further. Limes is un-

(Continued on Page 634)

PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

(See last page of Soap Section for Prices of Soap Materials)

ESSENTIAL OILS

Almond Bitter, per lb.	\$3.00@	\$3.25	Gingergrass	2.75@	Spruce	.87½@
S. P. A.	3.25@	3.35	Guaiac (Wood)	4.25@	Styrax	12.00@
Sweet True	.85@		Hemlock	.87½@	Tansy	6.25@
Apricot, Kernel	.70@		Hops, oz.	18.00@	Thuja	1.50@
Amber, crude	.50@	.65	Horsement	4.25@	Thyme, red	.80@
rectified	.65@	.90	Hyssop	24.00@	white	.95@
Ambrette	50.00@		Jasmin, dist.	425.00@	Valerian	12.50@
Amyris balsamifera	1.95@		Juniper Berries, rectified	3.00@	Verbena	5.00@
Angelica Root	25.00@	40.00	Juniper Wood	.60@	Vetivert, Bourbon	13.00@
seed	42.00@		Laurel	5.00@	Java	18.00@
Anise, tech.	.62½@		Lavender, English	32.00@	East Indian	25.00@
Lead free, U. S. P.	.67½@	.72½	U. S. P. "IX"	4.00@	Wine, heavy	1.75@
Aspic (spike) Spanish	1.25@		Garden	.55@	Wintergreen, Southern	4.50@
French	1.25@		Lemon, Italian	2.35@	Penn. and Conn.	8.00@
Bay, Porto Rico	2.10@		Calif.	2.25@	Wormseed	3.25@
West Indies	2.10@		Lemongrass	1.10@	Wormwood	7.50@
Balsam Tolu	6.75@		rectified	1.60@	Ylang-Ylang, Manila	26.00@
Balsam Peru	7.50@		Limes, distilled	8.00@	Bourbon	12.00@
Basil	24.00@		expressed	10.25@		
Bergamot, 35-36 per cent.	7.00@	9.00	Linaloe	2.35@		
Birch, sweet N. C.	1.90@	2.15	Lovage	16.00@		
Penn. and Conn.	3.00@	4.00	Mace, distilled	1.90@		
Birchtar, crude	.18@		Mandarin	10.00@		
rectified	.60@		Marjoram	6.25@		
Bois de Rose, Femelle	2.35@		Melissa	5.00@		
Cade, U. S. P.	.30@	.35	Mirbane	.15@		
Cajeput, Native	.75@	.95	Mustard, genuine	11.00@		
Calamus	4.00@		artificial	2.00@		
Camphor, "white"	.15@	.16	Myrrh	16.00@		
sassafrassy	.18@		Myrtle	4.00@		
Cananga, Java native	5.60@		Neroli, Bigarade, pure	80.00@		
rectified	6.50@		Petale, extra	100.00@		
Caraway Seed, rectified	2.10@		Niaouli	2.50@		
Cardamon Ceylon	35.00@	40.00	Nutmeg	1.90@		
Cascarilla	70.00@		Oak Moss, dist.	64.00@		
Cassia, 80@85 per cent.	2.10@		Olibanum	9.00@		
rectified, U. S. P.	2.35@		Orange, bitter	3.00@		
Cedar Leaf	.90@	1.00	sweet, W. Indian	2.70@		
Cedar Wood	.40@	.45	Italian	2.70@		
Cedrat	4.75@		Calif. exp.	2.85@		
Celery	9.00@		dist.	1.80@		
Chamomile, oz.	3.50@	5.00	Origanum, imitation	.35@		
Cherry laurel	12.00@		Orris Root, concrete, domestic	(oz.) 3.25@		
Cinnamon, Ceylon	12.00@	15.00	foreign	(oz.) 4.00@		
Cinnamon leaf	1.50@		Orris Root, absolute (oz.)	55.00@		
Citronella, Ceylon	.41@	.50	Parsley	3.00@		
Java	.62½@		Patchouli	7.50@		
Cloves, Bourbon	2.25@	2.50	Pennyroyal, American	2.25@		
Zanzibar	1.75@		French	1.85@		
Cognac	22.00@		Pepper, black	12.00@		
Copaiba	.55@	.65	Peppermint; natural	4.85@		
Coriander	6.50@		redistilled	5.35@		
Croton	1.00@		Petit Grain, So. Amer.	2.00@		
Cubebs	4.35@	4.50	French	15.00@		
Cumin	8.50@		Pimento	4.55@		
Curacao peels	5.25@		Pine cones	3.75@		
Curcuma	3.00@		Pine needle, Siberia	.80@		
Cypress	6.50@		Pinus Sylvestris	2.00@		
Dillseed	4.00@	6.00	Pumilionis	2.60@		
Elemi	1.65@		Rhodium	15.00@		
Erigeron	5.75@		Rose, Bulgaria (oz.)	9.00@		
Estragon	44.00@		Rosemary, French	.55@		
Eucalyptus Aus. "U.S.P."	.56@	.60	Spanish	.35@		
Fennel, Sweet	.90@		Rue	4.00@		
Galbanum	26.00@		Sage	2.00@		
Galangal	18.00@		Sage, Clary	30.00@		
Geranium, Rose, Algerian	3.00@		Sandalwood, East India	7.35@		
Bourbon	3.00@		Santalum Cygnorum	5.00@		
Spanish	16.00@		Sassafras, natural	.90@		
Turkish (Palma rosa)	2.80@		artificial	.30@		
Ginger	5.65@	6.00	Savin, French	2.00@		
			Snake Root	15.00@		
			Spearmint	4.85@		

TERPENELESS OILS

Bay	9.75@
Bergamot	15.00@
Clove	3.50@
Geranium	8.50@
Lavender	15.50@
Lemon	15.00@
Lime	36.00@
Orange, sweet	110.00@
bitter	100.00@
Petitgrain	6.00@
Rosemary	1.75@
Vetivert	35.00@
Ylang Ylang	22.00@

OLEO-RESINS

Benzoin	2.50@
Capsicum, U. S. P. VIII.	2.00@
U. S. P. IX	2.15@
Ginger, U. S. P. VIII.	3.25@
alcoholic	2.75@
Cubeb	4.00@
Malefern	2.15@
Oak Moss	15.00@
Olibanum	2.25@
Orris	6.00@
Patchouli	18.00@
Pepper, Black	3.85@
Sandalwood	16.00@
Vanilla	8.50@

DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	2.00@
Acetophenone	4.00@
Acetyl Iso-eugenol	9.00@
Aldehyde C 8.	32.00@
C 9.	50.00@
C 10.	38.00@
C 11.	44.00@
C 12.	38.00@
C 14.	18.00@
C 16.	25.00@
Amyl Acetate	1.00@
Amyl Butyrate	1.80@
Amyl Cinnamate	2.35@
Amyl Formate	1.75@
Amyl Phenyl Acet	5.00@
Amyl Salicylate, dom.	1.45@
foreign	1.65@
Amyl Valerate	3.00@
Anethol	1.40@
Anisic Aldehyde, dom.	3.65@
foreign	3.75@
Benzaldehyde, U. S. P.	1.30@
F. F. C.	1.55@

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Benzylidenacetone	3.25@	4.25
Benzophenone	5.50@	
Benzyl Acetate, dom.	1.15@	
foreign	1.15@	1.25
Benzyl Alcohol	1.40@	2.30
Benzyl Benzoate	1.35@	1.60
Benzyl Butyrate	5.50@	5.75
Benzyl Cinnamate	9.50@	
Benzyl Formate	3.40@	
Benzyl Iso-eugenol	18.00@	
Benzyl Propionate	4.00@	5.00
Benzyl Succinate	5.50@	
Borneol	2.75@	
Bornyl Acetate	4.50@	
Bromstyrol	4.00@	4.50
Carvene	.50@	
Carvol	5.75@	
Cinnamic Acid	3.25@	3.50
Cinnamic Alcohol	4.25@	5.25
Cinnamic Aldehyde	3.35@	
Citral, C. P.	3.00@	3.50
Citronellal	3.25@	
Citronellol, dom.	5.75@	7.00
foreign	5.75@	7.00
Citronellyl Acetate	8.00@	
Coumarin, dom.	3.25@	3.75
foreign	3.45@	3.75
Cuminic Aldehyde	56.00@	
Decyl Acetate	28.00@	
Decyl Alcohol	32.00@	
Diethylphthalate	.32@	
Dimethylphthalate	.65@	
Diphenylmethane	1.75@	2.50
Diphenylloxide	1.15@	1.35
Ethyl Acetate	.45@	
Ethyl Benzoate	1.80@	
Ethyl Butyrate	1.80@	
Ethyl Cinnamate	4.25@	
Ethyl Formate	1.15@	
Ethyl Propionate	2.25@	
Ethyl Salicylate	2.65@	
Eucalyptol	1.05@	
Eugenol	2.90@	3.25
foreign	2.90@	3.50
Geraniol, dom.	2.75@	3.15
foreign	3.00@	4.50
Geranyl Acetate	4.65@	
Geranyl Butyrate	12.50@	
Geranyl Formate	12.00@	
Heliotropin, dom.	2.10@	
foreign	2.10@	2.35
Hydroxycitronellal	8.50@	11.00
Indol, C. P. (oz.)	3.75@	6.00
Iso-borneol	2.25@	
Iso-bornyl Acetate	3.00@	
Iso-butyl Benzoate	3.80@	
Iso-butyl Salicylate	6.75@	
Iso-eugenol	3.90@	
Iso-safrol	1.75@	
Linalool	4.75@	
Linalyl Acetate 90%	6.75@	7.50
Linalyl Benzoate	13.00@	
Methyl Acetophenone	3.35@	3.75
Methyl Anthranilate	2.55@	
Methyl Benzoate	2.15@	
Methyl Cinnamate	4.50@	
Methyl Eugenol	8.00@	10.00
Methyl Heptenone	9.25@	
Methyl Heptene Carbon.	30.00@	35.00
Methyl Iso Eugenol	13.00@	15.00
Methyl Octine Carb.	30.00@	35.00
Methyl Paracresol	6.65@	
Methyl Phenylacetate,		
Art. Honey Aroma	4.65@	6.00
Menthyl Salicylate	.43@	.48
Musk Ambrette	7.00@	9.00
Ketone	7.25@	9.25
Xylene	2.50@	3.25
Myristic acid	@	
Nerolin	1.50@	1.75

Nonyl Acetate	48.00@	
Nonyl Alcohol	40.00@	52.00
Octyl Acetate	24.00@	
Octyl Alcohol	32.00@	
Paracresol Methyl Ether.	6.75@	
Paracresyl Acetate	5.00@	
Phenylacetaldehyde 50%	6.50@	8.00
imported	6.50@	8.00
pure	9.50@	10.50
Phenylacetic Acid	3.25@	4.00
Phenylacetic Aldehyde	6.00@	
Phenylethyl Acetate	10.00@	15.00
Phenylethyl Butyrate	16.00@	20.00
Phenylethyl Formate	18.00@	
Phenylethyl Propionate	16.50@	
Phenylethyl Valerate	20.00@	
Phenylethyl Alcohol, do-		
mestic	5.25@	6.00
imported	5.25@	6.00
Phenylpropyl Alcohol	5.25@	
Phenylpropyl Aldehyde	12.00@	
Rhodinol, dom.	10.50@	20.00
foreign	12.50@	22.00
Safrol	.31@	.34
Skatol, C. P. (oz.)	9.00@	10.00
Styralyl Acetate	20.00@	
Styralyl Alcohol	20.00@	
Terpineol, C. P. dom.	.37@	.39
imported	.36@	.38
Terpinyl Acetate	1.15@	
Thymene	.35@	
Thymol	3.00@	
Vanillin	7.80@	8.15
Violet Ketone Alpha	5.00@	9.00
Beta	6.25@	8.00
Yara Yara	1.50@	1.75

SUNDRIES

Alcohol, Cologne spts.,		
gal.	3.86@	3.96
Almond Meal	.28@	.30
Ambregis, black... (oz.)	15.00@	18.00
gray	28.00@	32.00
Balsam Copaiba, S. A.	.55@	
Para	.50@	
Balsam Peru	1.95@	
Tolu	1.25@	1.50
Baudruche skins, gr.	18.00@	25.00
Beaver Castor	4.50@	7.00
Cardamon Seed, green	1.35@	
decort	1.80@	
Castoreum	4.00@	
Chalk, precipitated	.03½@	.06½
Cherry laurel water, gal.	1.25@	
Civet horns (oz.)	2.25@	
Guarana	2.50@	
Gum Benzoin Siam	1.20@	1.60
Sumatra	.37@	.43
Gum Galbanum	1.65@	
Gum Myrrh	.35@	.50
Kaolin	.03@	.03½
Labdanum	8.00@	
Lanolin hydrous	.18@	.20
anhydrous	.20@	.23
Menthol, Jap.	4.70@	5.60
synthetic	3.75@	4.25
Musk, Cabs, pods. (oz.)	Nominal	
grains (oz.)	Nominal	
Tonquin, gr. (oz.)	36.00@	
Pods. (oz.)	25.00@	
Olibanum, tears	.14@	.30
siftings	.12½@	
Orange flowers	.40@	1.00
Orange flower water, gal.	1.50@	
Orris Root, Florentine	.11@	.13
powdered	.15@	.25
Orris Root, Verona	.10@	.12
powdered	.12@	.25
Patchouli leaves	.32@	
Peach Kernel meal	.35@	
Reseda flowers, powd.	1.50@	

Rhubarb Root, Shensi	Nominal	
High Dried	.60@	.62
Powdered	.63@	.70
Rice Starch	.12@	.15
Rose leaves, red	2.00@	
pale	.65@	
Rose water, gal.	1.25@	
Sandalwood chips	.45@	.50
Saponin	1.25@	
Styrax	.47½@	2.20
Talc, domestic (ton)	18.00@	30.00
French (ton)	40.00@	45.00
Italian (ton)	50.00@	65.00
Vetivert root	.30@	
Zinc, Stearate	.26@	.30

BEANS

Tonka, Beans, Para	.95@	1.00
Tonka, Beans, Angostura	2.00@	2.25
Vanilla, Beans, Mexican	4.25@	5.75
Mexican, cut	3.25@	3.75
Vanilla, Beans, Bourbon,		
whole	3.00@	3.50
Bour, cut	2.50@	
Vanilla Beans, Tahiti,		
yellow label	3.00@	
white label	3.25@	

TINCTURES

Ambregis	18.00@	
Benzoin	1.50@	
Civet	5.00@	
Musk, nat.	30.00@	
Orris root	1.75@	
Balsam Tolu	1.50@	
Vanilla	3.00@	

SOLUBLE RESINS

Ambrette	18.00@	
Castoreum	28.00@	
Chypre	13.00@	
Civet	80.00@	
Cyste	6.00@	
Benzoin	2.75@	
Galbanum	6.00@	
Labdanum	5.50@	
Myrrh	7.00@	
Oak Moss	16.00@	
Olibanum	6.00@	
Opopponax	12.00@	
Orris root	12.00@	
Patchouli	8.50@	
Peru balsam	6.00@	
Sandalwood	10.50@	
Styrax	2.75@	
Tolu balsam	3.50@	
Vetivert	11.00@	

CERTIFIED FOOD COLORS

Amaranth	4.75@	
Orange I	4.50@	
Tartrazine	4.75@	
Ponceau 3R	7.75@	
Indigo	16.00@	
Erythrosine	20.00@	
Guinea Green B	17.50@	
Brown	5.75@	
Grape	4.50@	
Red	3.25@	5.50
Green	4.00@	
Yellow	3.25@	3.50

OIL SOLUBLE COLORS

Alcannin	5.00@	
Black	5.50@	
Blue	5.00@	
Brown	4.00@	
Green	4.00@	
Red	5.00@	8.00
Yellow	5.00@	

FOREIGN CORRESPONDENCE

(Continued from Page 631)

can Vice-Consul J. Thayer Gilman, Athens, Greece, to the United States Department of State, and made public by the United States Department of Commerce. Present indications point to a crop in the neighborhood of 450,350,000 okes or about 167,980,550 gallons.

Over 92 per cent of the total crop, representing some 415,350,000 okes or 154,925,550 gallons, will be converted into oil, leaving a balance of only 35,000,000 okes or 13,055,000 gallons of olives for local consumption and export. As it requires 5 gallons of olives to produce 1 gallon of oil the production for the 1926-27 season will be about 83,070,000 okes (106,500 metric tons) or 30,985,110 gallons. The quality of the oil is expected to be slightly above the average.

It is reported that a number of Greek merchants have already made advance sales of olive oil to Italian buyers for delivery in January, 1927, at £65 a metric ton, c. i. f. an Italian port.

INDIA-MADRAS

MADRAS OIL EXPORTS.—During the year 1925-26 exports of lemongrass oil from the Madras Presidency expanded from 57,450 gallons to 66,686 gallons, France taking 29,126 gallons, the United States 11,828 gallons, and Germany 6,078 gallons. Under vegetable oils the despatches of castor oil rose from 310,364 gallons to 456,538 gallons, the United Kingdom taking 72 per cent, and Germany 12 per cent. The quantity of coconut oil slightly improved from 112,061 gallons to 117,452 gallons. Exports of groundnut oil were 27,886 gallons, against 21,552 gallons in the previous year.

NORWAY

GLASSWARE DUTIES INCREASED.—Glassware is affected by an increase in the tariff schedule of Norway, amendments of which were just reported by the Foreign Tariffs Division of the Department of Commerce. The duties on glasswares have been charged as follows: (Item 198) Bottles for beer, juices, milk, mineral waters, wines and spirits of dark glass (green or brown) is increased from 0.02 crown to 0.04 crown per kilo; (Item 199) such bottles of other glass is increased from 0.05 to 0.07 crown per kilo; (Item 213) other glasswares, not especially mentioned, polished, engraved, sandblasted, painted, gilt or ornamented otherwise than by moulding or pressing, increased from 0.50 to 0.75 crown per kilo; (Item 214) other glassware (than in Items 212 and 213) is increased from 0.15 to 0.25 crown per kilo.

SALVADOR

PRODUCTION OF BALSAM OF PERU.—The production of Balsam of Peru in Salvador during 1925, although not as large as in 1924, was not greatly below the average annual production figure of 50,000 kilos. The gum is collected by a crude and destructive method from a small forest of trees. Production is not susceptible to expansion and is fairly constant. As practically the entire crop is exported, the following table of annual exports may also be considered as production figures:

Year	Exports, Kilos
1921	51,023
1922	52,651
1923	45,236
1924	54,927
1925	47,000

THE MARKETS

(Continued from Page 631)

changed or practically so, with underproduction still a feature.

The soap makers' oils have shown very little change. Prices are steady but there has not been much purchasing in this market. Supplies of citronella are ample for any immediate demand and it is unlikely that there will be any marked change in this item. The tendency of lemongrass is still downward, but geranium is holding up quite well despite rather bearish reports from abroad.

Synthetics and Aromatic Chemicals

The position of the market does not show any great change. There has, it is true, been some let down in the total volume of business in synthetics as well as in other lines. Purchases have been smaller and somewhat less frequent than was the rule before the holidays. However, indications are that there will be some improvement during the next few weeks and the current slackness of the market has failed to affect prices adversely.

The reduction of the tax on ethyl alcohol, which took place on January 1, in accordance with the previously passed law, resulted in reductions in prices in a few items depending upon this material for a large percentage of their production costs. These changes, however, had been forecast in quotations of leading manufacturers late in 1926 and there was hardly a ripple in the market as the result of the change.

In general, competition between foreign and domestic goods is still quite keen although there seems to be less tendency to place this competition upon a price basis and more to insist upon quality and service.

Geraniol has declined a little with citronella and lemongrass oil. Geranyl derivatives are also slightly lower but not enough so to make much difference to the buyer. Eugenol and iso-eugenol are easier on the weaker position of cloves. Vanillin is firm, with makers showing a tendency to tighten up on their new contracts and to allow less material to get into second hands. Linalool and linalyl derivatives are easier, although the raw material is unchanged. There is not much change in the musk group, although imported musk ketone and xylene are offered cheaper in some quarters. Thymol has declined, but terpineol is much higher and firmer owing to the elimination of recent destructive competition.

Vanilla Beans

The position is a very uncertain one and there has been very little buying since the last report. The result has been that spot prices have eased off slightly. Practically no business is being done with the primary markets, since accurate estimates of the crops at primary points are unobtainable. Estimates now of the Madagascar crop are put at 500 tons. Last year it was the same figure but the outturn was about 700 tons. Mexican estimates have recently been revised downward, but it is likely that this is done to stimulate interest rather than to bring the figures in accord with the facts. There is practically no local news. Routine inquiries are reported and are being filled at current prices.

Sundries

The position of the market has changed but little as to prices, but the demand has dropped off rather sharply. Rhubarb root is scarce and stronger owing to Chinese conditions. Menthol has settled back to a dull routine market in which prices do not change. Shading on other items would doubtless be possible in some quarters for business is slow enough to make some interests rather anxious to sell.



COLLOIDAL CLAY AND EARTHS

The modern colloidal earths—kaolin, clay, and the like—possess advantages increasingly appreciated by modern soap manufacturers, says the *London Perfumery & Essential Oil Record*. Small proportions will undoubtedly keep stock free from rancidity for very long periods, and for neutralizing and keeping sweet, toilet soap base, they are most efficient and the least harmful that can be employed. The lather obtained by adding colloidal clay to the soap is much greater than that obtained by the soap itself; in some instances the lather is firmer and more persistent. A larger quantity of water is converted into lather by a clay soap than by a pure soap. Colloidal clay is prepared from china clay and is not to be looked upon as a soap filler, but as an actual substitute for soap material. Clay possesses the property of absorption, and it can be brought to such a highly colloidal state that it resembles soap in its physical behavior. Such clay when incorporated with soap increases the lathering and detergent properties of the latter, probably owing to the formation of a thoroughly homogeneous mixture. In the milling process excess moisture may be corrected by small additions, and these will be found to impart the characteristic smoothness to the finished tablet so much desired.

In the many instances of troublesome soap bases (that often appear moist through lack of body and texture, probably as a result of incorrect blending of raw materials) the addition of half to 2 per cent. of colloidal clay generally overcomes the blistering, cracking, flaking and scaling met with in the working of such soaps. Colloidal clays, especially in the nursery class of toilet soap, assure any undue alkalinity being rendered impotent, and also a remarkable smoothness in the soap throughout use. They are usefully incorporated into shaving soap base for the persistent lather yielded and the freedom from quick drying.

New Lye and Soap Specifications

The U. S. Bureau of Standards has issued new master specifications for caustic soda (lye), laundry soda, and grit cake soap. Outstanding specifications on lye are that it must contain not less than 90 per cent sodium hydroxide and not more than 4 per cent carbonate calculated as sodium carbonate (Na_2CO_3).

On laundry soda the total alkalinity calculated as Na_2O shall not be less than 39 per cent, nor more than 41 per cent. Insoluble matter shall not exceed 0.1 per cent and the material must be a white uniform powder.

Detailed specifications on grit cake soap are given by the Bureau under two types of this material. Copies of these specifications may be secured by application to the Bureau of Standards, Department of Commerce, Washington, D. C.

POLISH SOAP AND FATS INDUSTRIES

(Special Correspondence)

According to recent news from Poland, the fats industry of that country is making very favorable progress. The latest modifications of the Krebitz process were introduced at the end of 1924, and have already produced excellent results, and the production of glycerine for both technical and pharmaceutical purposes now renders the importation of this product unnecessary. Soap is manufactured in Poland in sufficient quantities not only to meet the requirements of the home market, but also to allow for a large margin of export, chiefly to Russia.

In this regard it is worth noting that Poland, having been before the war in constant commercial relations with Russia, knows that market very thoroughly. Many Polish engineers and merchants worked there for many years and had an excellent opportunity of studying the conditions and requirements of the Russian market. Consequently, Poland hopes in the future to secure a dominating position in the Russian market and obtain access to the markets of both the Near East and the Far East.

With regard to vegetable fats and oils, although linseed and rapeseed oils have been manufactured in Poland for many years, there were no vegetable oil refineries in the country until 1925. Foreign imports of these oils are now unnecessary. On the other hand, there are no prospects for the development of the manufacture of edible fats from refined vegetable oils, the import duties on refined oil and on artificial fats being identical. Nevertheless, the existing margarine factories are able to satisfy to some extent the home demand.

Animal fats and other soap-making constituents are imported and the demand is a steady one. Imported toilet preparations can be sold fairly easily, but Poland makes good quality toilet soap. The exports of drugs and medicinal proprietary articles is increasing, but Poland still imports more than six times as much as she exports in these lines.

Mexican Oil and Soap Plant

On the first of October there was inaugurated in Mexicali a newly completed factory for the production and sale of cottonseed oil and various other products and by-products of the cottonseed that is grown in the Mexicali district. It is understood that the operations of the company are at present being limited to the extraction and marketing in the United States of cottonseed oil as well as of cottonseed meal, cake, hulls, and other stockfeed by-products of cottonseed. The subsequent manufacture of soaps, glycerine, and other oil products is understood to be somewhat contingent on the completion of the railways, and means of their transportation, direct to the markets.

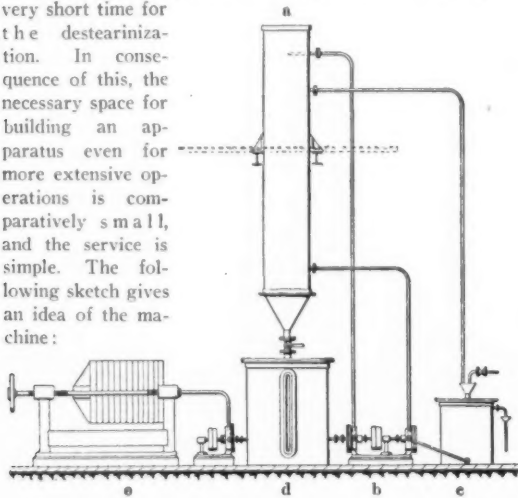
APPARATUS FOR REMOVING STEARIN*

Since a titer of about 10° or even less is uniformly demanded for olein red oil in its application in the textile industry, in order to exclude certain difficulties due to the presence of larger quantities of solid fatty acids, there is need of a second crystallization succeeded by filtration of the olein which comes from the cold press. Many are the procedures and methods which serve this purpose.

It is not intended here to pass criticism on these; rather do we point out in the following a new apparatus which permits the carrying through of the technical manipulation in simple and most perfect manner. This innovation accomplishes the purpose indicated by always bringing into contact with a large cooling surface only small quantities of olein in an uninterrupted stream, from which results a fractional crystallization which promptly removes natural warmth of crystallization. This is so pronounced that the succeeding filtration can pass off promptly:

Since it is in one's power to produce a very rapid cooling, the process of destearinizing the olein thus requires only a comparatively short time, and a recrystallization which may possibly occur may be corrected by cooling the olein, if possible, to 3° below the temperature for which destearinization is desired. For the cooling fluid, cool water of corresponding temperature is used, which in view of the large cooling surface can be used effectively.

As the process is continuous the apparatus selected may be comparatively small, since it is very effective and requires very short time for the destearinization. In consequence of this, the necessary space for building an apparatus even for more extensive operations is comparatively small, and the service is simple. The following sketch gives an idea of the machine:



"A" is the crystallizer, "b" is the rotary pump for water and fat circulation, "c" reservoir for temperature control by the cooling water, "d" the fat reservoir and "e" the filter press, etc.

On the basis of careful studies of the peculiarity of the crystallization of fats and fatty acids this new apparatus has been created. It is furnished by a well known machine builder and deserves the patronage of the industry served.

*From *Zeitschr. d. Deut. Oel-u-Fett Ind.* Vol. 46, No. 27.

Valuable Information

Besides carefully scanning the text pages of this journal every month our readers will find much information, which is of considerable value, in the advertising announcements.

PALM OIL DEVELOPMENTS IN SIERRA LEONE

(Special Correspondence)

LONDON, January 10.—The only oil palm plantations in Sierra Leone are at the Experimental Farm, Njala. With a view to the education of the natives and to show the advantages of modern methods of managing oil palm plantations, demonstration plots of cultivated wild palm stands have been inaugurated in some districts.

Preliminary trials have been made with Culley's depericarper and nut-cracking machine, but so far the former machine has not proved entirely successful, probably owing to the inability to soften the pericarp sufficiently. Further trials with the depericarper are, however, being undertaken. The nut-cracker has given fairly satisfactory results.

An investigation of the different varieties of oil palm found in Sierra Leone has been initiated. Up to the present five distinct varieties have been recognized and botanical specimens forwarded to the Royal Botanical Gardens, Kew, for investigation. The fruits of these five varieties have been examined. Kawei, the common type, with a thick shell, yielded 20 per cent of pericarp, containing 47.50 per cent of oil. Kpolei and Henoi, both with thin shells, yielded respectively 58 per cent of pericarp containing 38.5 per cent of oil, and 47 per cent of pericarp containing 50.1 per cent of oil. Tugboi has a shell of a soft fibrous nature with little or no kernel. It yields 74 per cent of pericarp containing 66.5 per cent of oil. Jackeye, another thick-shelled variety, has 22 per cent of pericarp containing 39.7 per cent of oil. This last named palm oil is always distinguished by the natives from other palm oils and is never mixed with them. On examination it was found to darken considerably in color on heating to 100°C. Of the five varieties, Tugboi gives the highest yield of palm oil from the whole fruits.

CLOUDING POINT OF SOAP SOLUTIONS

K. BRAUN (*Chem. Ztg.* 1925, 49, 1012).—The clouding point is defined as that temperature at which a soap solution containing 3% of fatty acids combined with alkali becomes turbid. In washing textiles, if the clouding point lies above the temperature of the washing water, soap is precipitated on the fibres and interferes with subsequent dyeing or printing. Apparatus for determining the clouding point comprises a jacketed beaker fitted with a thermometer and stirrer, and placed in a vessel filled with hot water. The jacket has a narrow vertical slit in one side and a slit three times as wide with a narrow strip down the middle on the opposite side. Soap solution heated above its clouding point is poured into the beaker and viewed through the narrow slit, illumination being provided behind the wider slit, and the temperature is read at which cloudiness first begins to appear.

Burns Heads Stearic Acid Manufacturers

There were two interesting features of the National Association of Stearic Acid Manufacturers at French Lick Springs recently. Procter & Gamble became a member, and it was decided to establish a research department.

The following officers were elected: President, J. A. Burns, New York; vice-president, A. J. Spieler, Celina, Ohio, succeeding R. A. Hale, Chicago, deceased; secretary-treasurer, F. F. Jordan, Cincinnati; directors, J. A. Berghoff, Fort Wayne, Ind.; George A. Rasch, Philadelphia. An additional director will be elected to succeed A. J. Will, Syracuse, deceased.

The Manufacture of Transparent Soap*

by C. F. Yates

It will probably be generally conceded that the appearance of an article goes a long way towards its sale. That is in the first place, and the consumer having been induced to buy by reason of appearance will continue to do so if the article is as good as its outward appearance. A well-made and finished tablet of transparent soap is certainly attractive, and this is one reason why the public buys so much of this variety of soap.

The actual manufacture has been for many years more or less shrouded in mystery, although a number of firms have known the general process. There is really nothing specially mysterious about the process, and given a suitable base soap and the necessary experience there is no reason why this soap should not be made.

First, it is essential to start with the correct base. Innumerable and costly experiments have been carried out to try and use vegetable oils in greater or less proportion, but in no case do they give as good a product as the old-fashioned and thoroughly proved base made from tallow and resin. The latter material is a great help to transparency, and can be used in a heavy proportion. Excess will, however, undoubtedly tend to make the finished article brittle, a point to be carefully guarded against. Too good a quality of tallow, on the other hand will cause its own particular difficulties. The best results are obtained from a mixture of tallow about 80 per cent., the balance being American resin, W.W. or W.G. grade. Admittedly castor oil is good for transparency, but the difficulty is to mask the persistent smell associated with this material.

Having made a base soap from the before-mentioned materials, the resultant primrose soap is dried on continuous drying machines of the Proctor type in similar manner to milled soap base. For converting these semi-dry chips into transparent soap a water-jacketed pan is used, fitted with still head and condenser and stirring gear. The chips are charged into the pan with a suitable proportion of industrial methylated spirit and glycerine. An excess of spirit is an advantage, as solution takes place more rapidly. The excess of spirit is distilled off and a sample of soap drawn.

The appearance of this sample when cold indicates whether any adjustments are necessary. In some cases more spirit is necessary in order to counteract a base which is too wet and give a product which will be really transparent when matured. On the other hand, more water may be necessary. It is surprising how small an alteration is sometimes necessary, as little as $\frac{1}{4}$ per cent of water often being enough to make a pan of soap "bad." Having made the necessary alterations, the requisite amount of oleic acid necessary to neutralize free alkali is added, followed by perfume. The pan is allowed to stand awhile in order to settle insoluble matter. There is one decidedly good point about transparent soap, viz., adulteration is difficult. There can be no loading with insoluble matter, and as there are so many pitfalls in the manufacture by

which transparency would be impaired, it is not advisable to try any dodges.

The soap is now ready for running into moulds of the required shape. These have been previously made hot on a plate, and when filled are stood out on a bench to cool and the contents solidify. For greater speed, where a continuous run of one shape of soap is made, one of the newer cooling machines can be used. In this case, the cooled and solidified blocks of soap can be ejected in less than one hour. The next stage is to wipe and cut the blocks into tablets, which are then stored in a current of air at a temperature of 65-70 deg. F., for about a fortnight.

If the soap were stamped immediately after cutting, undue shrinkage would take place and the finished appearance would be unattractive. On the other hand, too long an interval before stamping would render this process difficult, and cracking might occur. After the preliminary drying the outside skin of dry soap is planed off from the cut faces and the soap stamped by hand or power operated stamps, when it is ready for maturing. In the old way this maturing process lasted for six to nine months at a temperature up to about 100 deg. F. It has however, been found possible to reduce considerably this time by storing the tablets in suitable racks in a current of warm air, controllable by fans and other means. When the soap is first made it is not transparent, but as the spirit and water dry out, transparency and the well-known amber color develop. When finally matured the soap should contain not more than 10 per cent. matter volatile at 100 deg. C., and is then ready for polishing and packing.

Working by the above method, one obtains a tablet of soap of rich amber color without the addition of any artificial coloring matter. A lighter colored soap can be made, and is on the market, by varying the composition of the base, but the difficulties of manufacture are very great, and it is undoubtedly wiser to keep to the old and proved base, which gives a better and more lasting soap than any other.

CONCERNING TESTS OF COCOA BUTTER FOR ALKALI AND ALKALINE EARTHS*

J. PRESCHER and R. CLAUS.

In a number of samples of cocoa butter according to official advices no alkali could be proved to be present. Instead a lime precipitate was regularly found, when the acid aqueous extract of the fat subjected to further test after the alkali test had been made was heated after saturation with ammonia by use of solution of ammonium carbonate or ammonium oxalate. Since a treatment with alkaline earths of the furnished samples, which had been guaranteed to be pure, was excluded, and since the potash used in the test had been shown to be free from lime, the authors assume as cause a natural lime content of the cocoa fat, in amount of about 10 mg of CaO in 100 g of fat.

*From *The Perfumery and Essential Oil Record*, November, 1926.

*From *Zeitschr. D. Oel- u. Fett.-Ind.* Vol. 46, No. 11.

BLUE MOTTLED SOAPS

Although blue mottled soaps are not very commonly met with in every day use, considerable quantities are made annually in this country, particularly for export to Africa and the East, says the *London Perfumery & Essential Oil Review*. They may contain anything from 25 to 50 per cent fatty acids, and are made mostly from cocoanut or palm kernel oil, either alone or admixed with tallow, bone fat, or bleached palm oil. The soaps containing very low proportions of fatty acids are made entirely from cocoanut or palm kernel oil, and these materials give firm hard soaps even with a large amount of liquor, and can be filled with considerable quantities of brine, which would "grain out" soaps made from other materials. The soaps may be made by direct neutralization of fatty acids, by semi-boiling, or by the ordinary boiling process, the process to be employed necessarily depending upon the stock to be saponified, and the yield aimed at. If a very high yield is desired (say, 350-400 per cent), cocoanut or palm kernel oil only will be used, and the soap is best made by semi-boiling. If, on the other hand, a lower yield (say, 200-220 per cent) is required, 40-50 per cent of the stock may consist of tallow or bone fat, or of the corresponding fatty acids. When fatty acids are used, direct neutralization will, of course, be adopted, and this may well be followed by boiling on strength and fitting in the usual way; as would also be done if the fats were saponified by the ordinary boiling process. In the boiling process it is better to first saponify the tallow and bone fat and grain out with salt before adding the cocoanut or palm kernel oil, owing to the large proportion of the latter, and the difficulty of graining cocoanut or palm kernel soap with salt. Where the soap is fitted, the fitting must be extremely coarse, and this stage may be quite well dispensed with altogether. Soaps made from fatty acids or by the boiling process are, of course, practically free from glycerine, but most of the blue mottled soaps on the market contain glycerine at least equivalent to the amount of fatty acids present.

When saponification has been completed by whichever process is adopted, the soap, which should be distinctly alkaline, is ready for addition of the liquoring material. The nature of this varies very much with the kind of fatty stock used in the soap, but always consists of one or more of the following: Sodium silicate, sodium or potassium carbonate, sodium chloride. For a soap made entirely from cocoanut or palm kernel oil, a large amount, up to 60 per cent of the soap, of a saturated solution of common salt may be added, together with 40 per cent of sodium silicate solution at 32.5 deg. Tw. These quantities will give a soap containing about 32 per cent fatty acids. By replacing part of the salt and silicate of soda with soda ash, the yield may be still further increased. Thus, an addition of 30 per cent sodium carbonate solution at 30 deg. Tw., 10 per cent silicate of soda solution at 32.5 deg. Tw., and 80 per cent of salt solution at 20 deg. Tw., will give a soap with fatty acid content of about 28 per cent. When the soap is made from stock containing an appreciable quantity of tallow or bone fat, the addition of salt is undesirable, though it is occasionally resorted to. For such soaps the best liquoring materials are silicate of soda, and sodium or potassium carbonate. For a yield of 220 per cent, an addition of 25 per cent sodium silicate solution at 32.5 deg. Tw., and 25 per cent potassium carbonate at 20 deg. Tw., would be found to be suitable.

After the liquoring agents have been added, the mixture

JAPANESE NOTE ON SODIUM NAPHTHENATE

PROPERTIES OF SODIUM NAPHTHENATE USED IN SOAP INDUSTRY. Y. KAWAKAMI (*J. Soc. Chem. Ind. Japan*, 1926, 29, 64-67.)—The naphthenic acid used had b.p. 195-200°/10mm., n_D^{25} 1.4812, d_4^{25} 0.9605, neutralization value 228.0, mean mol. wt. 246.5. The detergent action and lathering power of the sodium salt of the acid were slightly inferior to those of sodium palmitate and mixed toilet soap. The gelation capacity of sodium naphthenate was extraordinarily large. The sodium salt of a lower naphthenic acid required more salt than coconut oil soap in the salting-out process, but 100 g. of a 1% solution of a sodium salt of a higher naphthenic acid salted out with 4 g. of salt at 100°, whereas in the same conditions, coconut oil soap required 1 g. of salt and sodium palmitate 6 g. Sodium naphthenate is hygroscopic in moist air.—*British Chemical Abstracts*.

TESTS FOR MARINE ANIMAL OILS

D. HOLDE and A. GORGAS (*Chem. Umschau*, 1925, 32, 314-316).—The qualitative Spitz-Honig test for unsaponifiable matter was found to fail with two marine animal oils known to contain 6% and 9% of unsaponifiable matter respectively. The failure of the test, which depends on the formation of a turbidity on adding water to the oil saponified by alcoholic alkali, was traced to a surface tension effect, whereby the unsaponifiable matter remained floating on the surface as droplets instead of forming a cloudy emulsion. This anomalous behavior is determined by the nature of the unsaponifiable matter and the soap present. The test is made more trustworthy in the case of certain marine animal oils containing highly unsaturated hydrocarbons if the saponified alcoholic solution of the oil be diluted with water added drop by drop from a burette.

is thoroughly boiled with closed steam until when a sample is withdrawn and tested, it is found to be in a suitable condition for adding the ultramarine, the quantity of which will be about 3-3½ lbs. per ton. This should be stirred into water and a little silicate of soda solution added before sprinkling it over the surface of the soap. In testing a sample to see whether the soap is ready for the addition of coloring matter, the mottling should be distributed evenly; if the soap becomes blue throughout, it is too alkaline and should be corrected by addition of cocoanut or palm kernel oil; if the color is precipitated, the soap is deficient in alkali, and more lye must be added. When the right point is reached, the coloring matter is added, and the soap further boiled for a short time, until the color is thoroughly distributed, when the soap is run into wooden frames, and the frames covered to allow the soap to cool slowly. Some makers prefer not to boil the soap after addition of the liquoring solutions and coloring matter but thoroughly crutch these into the soap in succession, keeping the soap hot, but just short of boiling during addition of the liquoring materials, and adding the coloring matter immediately prior to framing. Mottled soaps are very frequently hardened, especially if oils other than cocoanut or palm kernel have been used in their manufacture, by pickling in brine, and if the soap is of poor color, it may be whitened so that the mottling shows up more effectively, by adding to the brine a small quantity, 1-2 per cent, of sodium hypochlorite solution. The cheapest mottled soaps are sometimes filled with a small amount of talc, which is added suspended in the sodium silicate solution.

Soap Prospects for 1927 Good

*Review of 1926 Shows Steady and Definite
Trend Toward Certain Developments—
Co-operation Necessary*

It is useful at the end of each year and the beginning of each new one to review the work of the year past and to formulate plans for the one to come. Most of these plans have a tendency to fail to materialize but whether brought to fruition or not, they are valuable as standards by which to judge the rate of progress and as ideals toward which to point efforts for future advancement.

While sensational developments in the soap industry have not been much to the fore during the last year, there are certain definite trends in evidence in the business which it may be well to indicate. There are also certain definite objects toward which the industry as a whole is working which may fall under the heading of plans for 1927, in spite of the fact that not many of them have really arrived at the stage where they can be dignified by the word.

In addition, there are certain comparisons which may be valuable from the cost standpoint of the business which could be included in a survey of the industry during the last year as compared with the probable course of these costs in 1927.

Probably the most important and most interesting trend in the industry at the moment is the tendency toward consolidation of facilities and the economies arising out of a smaller number of large producing units rather than the scattered efforts of numerous small manufacturers. Naturally, the small producer has a certain amount of pride in his business and in his product and in his brand. Nevertheless, under the stress of present competitive conditions, it is becoming more and more apparent that only the strong interests, those most favorably situated in regard to markets and to costs of manufacture, can continue to operate profitably. Gradually, the smaller plants are being absorbed or are amalgamating with others of about the same size to form larger and more economical units. Nor is it only the smaller concerns which are recognizing that consolidation is the rule of the day. There is also a tendency among the larger and more powerful to combine their efforts as is witnessed by the latest amalgamation of two large western companies into one of the largest soap manufacturing concerns in the world as well as the taking over of another plant by the largest manufacturer of soap in this country.

Flake and White Soaps

There is still a tendency toward the newer developments in the production end of the business as well. The soap chip and flake soap business has undoubtedly grown during the year. Part of its growth has been more or less at the expense of the cake soap business. In fact, some manufacturers are inclined to believe that actual production of soap during the year fell below the levels of 1925 although there is reason to doubt that such was the case. If true, it is apparent that the bulk of the drop was in the cake soap end of the business together with liquid and soft soaps. Flake soaps have continued their forward progress.

The production of white laundry soap in 1925 according to census figures just issued amounted to over 755,000,000

pounds and exceeded the yellow soap production by over 142,000,000 pounds. This trend is apparently a continuing one although efforts have been made by some manufacturers to check it. There has been definite advertising on behalf of the yellow soap makers for the first time during 1926. Apparently, they are at last alive to the dangers to them in the existing trend of business and are taking steps to combat its rapid progress.

A noteworthy tendency in the industry has been a stronger insistence upon quality in raw materials. It is not so long ago when even the leading manufacturers were buyers of cheap merchandise and seekers after bargains. It was not very difficult to sell most of the soap makers a parcel of chemicals or even a tonnage of oil which would hardly bear close scrutiny. The trade is now alive to the fact that these bargains actually raise costs of manufacture and there is more talk of definite standards and of buying on chemical analysis than has been noted in the past.

Castile Question Arises

A development of the year which has not yet come to complete settlement has been the question of the definition of "Castile" as applied to toilet soaps. The government contends that this means an olive oil-caustic soda soap only. The manufacturers of so-called "Castile" soaps in this country contend otherwise. There is much to be said upon both sides of the controversy which is now being carried on in the courts. Probably a definite and final decision some time in the present year will settle the matter.

Export sales in 1926 have not been as good as many expected and hoped at the outset. Competition in the foreign markets together with lack of concerted efforts on the part of the domestic manufacturers have resulted in a failure to gain in business done abroad if not in an actual loss covering the year as a whole. A few of the American manufacturers have extended their sales but this has been the exception rather than the rule. Germany and France and England have been active in the South American market while Japan, Germany and England have been competing strongly for new and old business in the East. Cheap products and an excellent grasp of export technique have given them a decided advantage on this score over the American producers.

The cost of raw materials has shown a slight decline and the average cost of the product has also fallen to some extent during 1926. Alkalis have sold on a steadily declining schedule. Average prices on fats and oils have been slightly lower. Fuel has been cheaper and more plentiful during the last half of the year although it was high and scarce during the first four months. Labor costs have held about steady. There have been some minor labor difficulties but nothing very serious in the soap industry. Costs of selling have been reduced a little by many manufacturers and advertising costs as well according to reports. Savings of this sort, however, are of doubtful ultimate value. In addition, the prices realized on by-products, especially

glycerine, have been well above the average and this has served to pare down the costs of the soap materially.

On the whole, 1926 seems to have been about an average year for the industry. There has been nothing startling, but conditions have been quite satisfactory. More definite and decided efforts on the part of the manufacturers might have resulted in better business during the year but complaints have been few and the situation about normal.

Outlook Is Favorable

As for the prospects for 1927, they are as favorable as the manufacturers care to make them. The predictions of economists for general business during the year are that business will be fair although probably not as brisk as in 1926. The soap trade could have done more in 1926 by active co-operative effort. There is no reason why it should not better its last year's record in 1927.

The drift toward fewer concerns and these of greater size and scope is likely to continue. Rumors involving several important companies have already been heard but have not passed beyond the rumor stage as yet. However, it would not be at all surprising to see several important consolidations in 1927 along the lines of recent practice in the industry.

The trend toward white soap may be checked by more vigorous methods on the part of the yellow soap producers. There is a tendency in some quarters to feel that the white soap campaign has been somewhat overdone and that some reaction is probable. The soap chip business should continue to expand although it has apparently reached the point where the expansion will be more in line with the general growth of the industry and less at the expense of other branches.

Necessity for Co-operation

The cost of alkalis will be lower in 1927. The costs of fats and oils is an open question. It depends upon too many factors to be accurately forecast. The price of glycerine may ease off a little. It probably will toward spring but there is little reason to expect a decline to the very low levels of the immediate post-war period. Labor troubles may be more to the fore, depending upon the condition of general business. However, the soap industry does not greatly fear them.

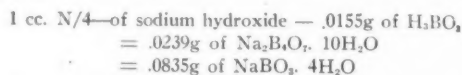
Minor difficulties of the industry can easily be eliminated by co-operative effort. Unfortunately there is apparently much suspicion and not a little ill will between soap manufacturers. This tendency has been rapidly eliminated in other trades and it would seem that the soap industry would profit greatly if it could be eliminated there as well. The soap manufacturers have no independent association. They have a section of the Grocery Specialties Association which has done good work but could hardly be expected to function as a separate and distinct body of soap manufacturers would. Some in the industry are likely to direct efforts along this line in 1927. Others will work in other directions.

There is every reason to anticipate a happy and prosperous year for the industry in 1927 provided the manufacturers themselves desire it hard enough. If they concentrate upon better conditions and more and better business, undoubtedly they can have it. But it will require more effort and greater co-operation than that experienced by the industry during 1926.

QUANTITATIVELY DETERMINING BORATES IN SOAPS AND WASHING POWDERS*

By DR. M. DITTMER

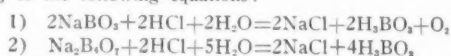
In another issue of this periodical R. Jungkuntz recommends a method for the quantitative determination of borates in soaps and washing powders, which is based upon the titration of the boric acid after its activation with mannite. For the computation of the analysis the following data will serve:



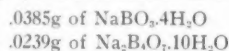
Since the stoichiometric relations in borates are not the ordinary simple ones, the foundation for these figures may here be inserted:

The excess of hydrochloric acid necessary for separating the fatty acids and for destroying the carbonates present is exactly neutralized with N/4 of sodium hydroxide by use of methyl orange. Since boric acid does not act upon methyl orange, there is now present in the solution only sodium chloride beside free boric acid. The titration of this boric acid with N/4 sodium hydroxide by the use of phenolphthalein results in a decided change of color after activation with mannite, since this mannite converts the boric acid H_3BO_3 into a stronger unibasic acid, a change which passes from yellow to red, since methyl orange is also present in the solution.

In the computation it is to be remembered that, at the change of acids at the beginning of the analytical process, one molecule of perborate yields one molecule of H_3BO_3 , but one molecule of borax yields 4 molecules of H_3BO_3 , according to the following equations:



If now it is desired to compute into borates the cc. of sodium lye used up in the titration of the activated boric acid, there is to be set down as factor for perborate the entire molecular weight: $\text{NaBO}_2 \cdot 4\text{H}_2\text{O} = 153.96$, but for borax only $\frac{1}{4}$ of the molecular weight: $\text{Na}_2\text{B}_4\text{O}_7 \cdot 10\text{H}_2\text{O} = 381.76$: $4 = 95.44$. Since $\frac{1}{4}$ of lye is used, both figures must be divided by 4, and then become as factors for cc. of NaOH:



As I perceive from the proof sheet which lies before me, of the new unit method shortly to be published, this method for borate determination has been adopted there. However it may be remarked here that the description of the method, which is very much abbreviated, leaves nothing to be desired in lack of clearness, and that probably no laboratory worker is able to work from these citations, which are in part incorrect, let alone computing his analysis. Thus it is stated in the article referred to that the filtrate containing the boric acid is to be neutralized with N/4—Sodium hydroxide (phenolphthalein) (!) and then to be "titrated" after activation with mannite. Further on mention is made of "found" boric acid. I believe that it would be in accordance with the general interests if the description of this rather rarely used method were for once thoroughly elaborated, as has been done in very much simpler cases, and if the formulae for computation were given in addition.

* From *Seifens.-Ztg.*, Vol. 53, No. 37, Sept., 1926, p. 633.

CHYPRE SOAPS*

By ERNST SCHIFTAN

Although it is generally asserted that the taste for heavy odors is past, and that only flower odors are favored by the public, still it can not be denied that the chypre odor is at the present time one of the odors in greatest demand. The charm of chypre perfume lies in the fact that with its heavy somewhat sharp character, it at the same time acts very much like a flower odor and therefore is wonderfully agreeable. As a change in a series of many flower perfumes it acts refreshingly in a direct way since it absorbs their sweetish softness like a fresh and spicy breath and imports a vigorous vivifying tone. For this reason chypre perfume is highly valued also in soaps, since one likes to associate the personal toilette with a novel perfume.

The foundation of all chypre perfumes is formed by different mosses on the one hand, and on the other by a suitable combination of flower odors. In general chypre may be conceived as a mixture of plant acid with animal acid. The moss products are mostly derived from oak moss. However, so-called fancy mosses are also employed, and certain firms prepare them by mixing various moss and resin extracts. For soap perfumes oak moss resinoids are best used, since a little of them go a long way, and they also possess very good fixing properties. There are certain firms which prepare these moss resinoids, which are naturally very strongly colored, also in colorless quality. However, it is more lavish than useful to make uncolored chypre soaps.

In purchasing oak moss resinoids it is necessary to observe that these products really show a natural somewhat mushroom-like odor, and that they do not betray, to begin with, a touch of perfumes. These products, which at the outset appear to be valuable as odors, are mostly products of little value, which are perfumed by means of artificial odors and of other essential oils. In addition to oak moss certain resins like benzoin, styrax, olibanum and especially labdanum, play an important role in imparting to the composition the characteristic long persisting after odor. All the properties of this important foundation for chypre combine certain of the so-called fancy mosses. The employment of these products by the somewhat inexperienced perfumer is of great advantage, because by them the characteristic odor of its composition has been assured from the outset.

As contrast, and as a finishing product, there is used the flower foundation, which in this case needs to import to the acid moss basis a somewhat sweet odor. To fill this purpose, a combination with jasmine, rose, orchid and violet is desirable. In this case the jasmine composition needs to be rather sweet than heavy, the rose product needs to be fresh, that of violet needs to be modest and vanishing in the background. The orchidee composition, which is characteristic for every good chypre perfume needs to permeate with its fragrance the entire mixture from beginning to end, and, well harmonizing with the moss-resin basis, needs to persist as an after odor. In the combination both original substances need to act unconditionally in unison, and neither of the separate products may be perceived as such.

In the case of a good chypre perfume the animal tone is very pronounced, and imparts to the composition its peculiar vivacity and its characteristic forceful charm. As carrier of this effect civet is employed, which in the soap composition may be used in its natural form or as an artificial product. If natural civet is used, it is best to prepare a strong alco-

FEATURES OF SOAP MATERIAL MARKET*(Continued from Next Page)*

believed that the general tendency toward frequent small purchases has affected tonnage sales.

Aside from the alkali group, there is very little change in the chemical market. Prices are practically the same as they were a month ago. Routine business is passing regularly and prices are steady although there is undoubtedly some tendency to shade on spot owing to the desire to sell in a slow market.

Other Soap Materials

The market has been dull and featureless with little business and few changes. During the second week in January there seemed to be a tendency toward improvement in the demand, especially for rosin, but it was insufficient to affect prices. The trade anticipates a rather quiet market during the next few weeks but without much weakness.

U. S. Toothpaste Costs \$11 a Tube with Soviet Tax

Six tubes of American toothpaste were mailed to an American newspaper correspondent in Moscow by a friend in New York, according to the *Associated Press*. The package was held up and each tube opened to make sure there were no concealed diamonds, gold or counter-revolutionary propaganda inside. After a month's delay the American applied for the dentifrice and was informed there would be \$11 duty on each 25-cent tube, making the total duty on the \$1.50 package \$66, or more than 4,000 per cent. He made a gift of the package to the State.

Air Mail Rates Changed

The Post Office Department has announced that effective February 1, a flat rate of postage on air mail will be in effect. The new rate is 10 cents for each half ounce or fraction thereof. This will be the rate regardless of the distance or character of air mail route or routes over which the mail is carried. The new rate is expected to greatly increase the value of the air mail service to the public.

holie tincture, to dry and pulverize the undissolved residue, and to incorporate this powder in the soap. The high price of genuine civet need not frighten anyone from its use since the small amount needed and its effectiveness equalize this tender point.

The artificial civet products, which are built up more or less upon skatol or its derivatives, may also be used. However, these yield an entirely different tone than the natural civet. While natural civet manifests itself less as a definite perfume than it imparts to the entire composition a certain animal tone, the odor of the artificial products is quite pronounced and clearly appears as such. In the use of artificial civet products, therefore, great precaution needs to be used, and the measure of recognizing the peculiar odor of skatol must not be exceeded. As an additional body for improving the civet odor artificial musk and any artificial ambergris product may be used.

In order to impart to the entire composition its peculiar attractiveness, citrus-like products may be added, among which in this case sweet orange oil is especially preferred.

The quality of a chypre soap comes out only after several weeks, since the mosses and resins require considerable time in order to penetrate the soap, and to bring their fragrance to its full development.

*From *Seifens-Ztg.*, Vol. 53, No. 34 (1926).

MARKET REVIEW ON TALLOW, ETC.

TALLOW

Latest sales of New York Extra have been made at 7 $\frac{3}{8}$ c per lb. ex producer's plants, which is an advance of $\frac{1}{8}$ c per lb. from previous price.

The undertone of the market is steady, with a firmer tendency largely aided by the strength in cotton seed oil as well as lard.

House grease of good quality can now be quoted 6 $\frac{5}{8}$ c-6 $\frac{3}{4}$ c loose and other grades at relatives prices.

The markets in the Middle West and at Western points have been steady and somewhat stronger since the early part of last week, and there is a fair demand for all grades of stock with light offerings, and considerable quantities of tallow have been booked for forward shipment as far as March and April.

TOBIAS T. PERGAMENT.

VEGETABLE OILS

All vegetable oils have become firmer during the past two weeks. Large consumers purchased crude cottonseed oil very heavily with the result that this oil is now strongly held at 7c lb. in the South as against 6 $\frac{1}{4}$ c a few weeks ago. The strength in crude cottonseed oil attributed largely to the firmness of other oils.

Copra in the Far East is decidedly stronger and is not being offered very freely, which situation has caused coconut oil to advance about $\frac{3}{8}$ c per pound recently. Cor. oil is firmly held at 7c lb. f.o.b. Mid-west mills and palm oils are showing considerable strength due to the stronger animal fat market here.

The general feeling in the trade here now is that all oils will continue strong, and perhaps some may experience further advances as the demand from soap manufacturers and refiners is quite heavy and it seems as though this demand will continue for a while.

A. H. HORNER.

GLYCERINE

Since our review of the 13th ult., the market has been quiet, but an easier feeling has prevailed and lower prices are indicated. As a matter of fact, dynamite glycerine has declined at least 1 cent per pound and crude has dropped proportionately. Chemically pure is still quoted, officially, at 30 cents per pound, but this price has undoubtedly been discounted severely, by several of the refiners, and resale lots have changed hands at still lower figures. The only excuse for the decline in the price, is the lack of demand. The anti-freeze consumption is not thought to have come up to expectations and it is the opinion of many, that more of the compound has been prepared than will be used, and that some must be carried over into the next season; there is even a likelihood of some of the makers disposing of some of the refined glycerine which they have been holding, to make up anti-freeze material with. The foreign markets are lower, but for the first three months of this year, available stocks are said to be small.

We rather look for the present weakness to be more of a temporary nature, than otherwise and do not expect it to

extend very far, and in fact, we anticipate an improvement in the demand, next month, with a consequent strengthening of the market.

W. A. STOPFORD.

INDUSTRIAL CHEMICALS

The general position of the market has varied very little during the interval since our last report. Trading in the local market in New York has been slack, principally on account of the holiday and end of the year operations which interfered materially with the progress of the market. With alkali contracts for 1927 all signed, or practically all signed, it is possible to give a rough survey of the situation. According to reports of manufacturers contract business has fallen slightly below that of last year in tonnage and rather sharply below in value. The lower prices quoted for caustic soda and other alkalis are responsible for the latter. The former is not so easily explained in view of the cheapness of the contract offerings this year. In most quarters it is

(Continued on Preceding Page)

SOAP MATERIALS

Tallow and Grease

Tallow, New York, Special 7 $\frac{3}{8}$ c. Edible, New York, 8 $\frac{1}{2}$ c. Yellow grease, New York, 6 $\frac{1}{4}$ c. White grease, New York, 7 $\frac{1}{2}$ c.

Rosin, New York, January 15, 1927.

Common to good.....	12.05	I.....	12.35
D.....	12.05	K.....	12.45
E.....	12.05	M.....	14.60
F.....	12.10	N.....	15.80
G.....	12.15	W. G.....	16.75
H.....	12.25	W. W.....	18.30

Starch, pearl, per 100 lbs.....	\$3.32 @
Starch, powdered, per 100 lbs.....	3.42 @
Stearic acid, single pressed, per lb.....	.11 $\frac{1}{4}$ @
Stearic acid, double pressed, per lb.....	.12 @
Stearic acid, triple pressed, per lb.....	.14 @
Glycerine, C. P., per lb.....	.30 @
Dynamite.....	.27 @
Soap, lye, crude 80 per cent, loose per lb.....	.18 @
Saponification, per lb.....	.19 $\frac{1}{4}$ @

Oils

Cocoonut, edible, per lb.....	.10 $\frac{1}{2}$ @
Cocoonut, Ceylon, Dom. per lb.....	.09 $\frac{1}{2}$ @
Palm, Lagos, per lb.....	.08 $\frac{1}{4}$ @
Palm, Niger, per lb.....	.07 $\frac{3}{4}$ @
Palm, Kernel, per lb.....	.09 @
Cotton, crude, per lb., f. o. b., Mill.....	.07 @
Cotton, refined, per lb., New York.....	.08 $\frac{1}{2}$ @
Soya Bean, per lb.....	.11 $\frac{3}{4}$ @
Corn, crude, per lb.....	.10 @
Castor, No. 1, per lb.....	.13 $\frac{3}{4}$ @
Castor, No. 3, per lb.....	.12 $\frac{3}{4}$ @
Peanut, crude, per lb.....	.11 @
Peanut, refined, per lb.....	.14 $\frac{1}{2}$ @
Olive, denatured, per gal.....	1.35 @
Olive Foots, prime green, per lb.....	.09 $\frac{1}{2}$ @

Chemicals

Soda, Caustic, 76 per cent, 100 lbs.....	3.00 @ 3.10
Soda, Ash, 58 per cent, per 100 lbs.....	1.32 $\frac{1}{2}$ @ 1.38
Potash, Caustic, 88@92 per cent, per lb., N. Y.....	.07 $\frac{1}{2}$ @ .07 $\frac{1}{4}$
Potash, Carbonate, 80@85 per cent, per lb., N. Y.....	.06 @ .06 $\frac{1}{4}$
Salt Common, fine, per ton.....	15.00 @24.00
Sulphuric acid, 60 degrees, per ton.....	10.50 @11.00
Sulphuric acid, 66 degrees, per ton.....	15.00 @16.00
Borax, crystals, per lb.....	.04 $\frac{1}{4}$ @ .04 $\frac{3}{4}$
Borax, granular, per lb.....	.04 @ .04 $\frac{1}{2}$
Zinc oxide, American, lead free, per lb....	.06 $\frac{1}{2}$ @ .06 $\frac{3}{4}$

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@	3.10
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@	.07¼
@	.06¼
@	24.00
@	11.00
@	16.00
@	.04¼
@	.04½
@	.06½